

“Hello There, We’ve Been Waiting For You” -Become a Sponsor of Fiesta-

Dear Supporter:

Tradition and continuity are building blocks that unify and identify this community. Since 1950 and every year thereafter, Truth or Consequences, New Mexico has celebrated its name change by hosting a week long FIESTA, produced by non - profit volunteers held at the beginning of May.

We understand and appreciate the challenging economic times that we are all confronted with. However, we believe citizens recognize and support those companies and individuals whose support for this event is unwavering.

The event is advertised locally as well as in our 12 hour drive radius markets such as El Paso, Tucson, Phoenix, southern Colorado, west Texas, Northern Mexico, and all of New Mexico using radio ads, PSA’s, print media, and at least three major social media outlets. Your name and logo will appear on various printed and digital advertising which gives you and your company an opportunity to build your brand and show your support of this event to your present and future customers. It is a great fun weekend for all ages.

The Board is awarded money from the City to be used only for promotion and advertising. We look to the public for financial support to cover performance fees for music, acts, sound and light equipment rentals and all the other expenses incurred in the production of FIESTA. The board is 100% volunteer driven so rest assured that your entire contribution is earmarked for the event and not operating overhead for the board.

We ask you to continue to be, or start to be a part of the tradition. Your help is greatly appreciated. Please respond by April 1st, 2023 to allow for printed materials (banners, buttons, shirts, etc.) to be produced.

Respectfully Yours,



Friend of Fiesta - \$50 - \$499

- Logo on the Back of the Official Shirt
- Logo on the Banner displayed at FIESTA



Official Sponsor \$500 - \$999

- Logo on the Back of the Official Shirt
- Logo on the Banner displayed at FIESTA
- Logo on the Grand Marshall Float
- Logo on a solo vertical banner or tear drop for a lamp post
- 1 Parade Entree



"Hello There, We've Been Waiting For You" -Become a Sponsor of Fiesta-

Bronze Sponsor \$1000 - \$2499

- Logo on the Back of the Official Shirt
- Logo on the Banner displayed at FIESTA
- Logo on the Grand Marshall Float
- Logo on the Welcome Banners at each end of town
- Logo on bonus downtown banners such as Healing Waters Plaza
- Logo on two solo vertical banners or tear drops for a lamp post
- 1 Parade Entree
- 10 official T-Shirts



Silver Sponsor \$2500 - \$4999

- Logo on the Back of the Official Shirt
- Logo on the Banner displayed at FIESTA
- Logo on the Grand Marshall Float
- Logo on the Banners at each end of town
- Logo on bonus downtown banners such as Healing Waters Plaza
- Logo on 4 solo vertical banners or tear drops for a lamp post
- 1 Parade Entree
- 15 official T-Shirts
- Special Thank you ad in Sierra County Sentinel and on Fb



Gold Sponsors \$5000 - \$9999

- Logo on the Back of the Official Shirt
- Logo on the Banner displayed at FIESTA
- Logo on the Grand Marshall Float
- Logo on the Banners at each end of town
- Logo on bonus downtown banners such as Healing Waters Plaza
- Logo on 8 solo vertical banners or tear drops for a lamp post
- 2 Parade Entrees
- 30 official T-Shirts
- 2 VIP Parking Spaces
- 200 Buttons for parade giveaway
- Special Thank you ad in Sierra County Sentinel and on Fb
- Micro-event sponsorships recognizing winners with 100.00 prize money for 2 events such as Fishing, Volleyball, basketball, Duck Race, etc.



"Hello There, We've Been Waiting For You" -Become a Sponsor of Fiesta-

Presenting Sponsor \$10,000

- Festival renames to "Your Name Here" Fiesta
 - Logo on the front Pocket of the official T-shirt
 - Logo on the Back of the Official Shirt
 - Logo on the Banner displayed at FIESTA
 - Logo on the Grand Marshall Float
 - Logo on the Banners at each end of town
 - Logo on bonus downtown banners such as Healing Waters Plaza
 - Logo on 10 solo vertical banners or tear drops for a lamp post
 - 30 official T-Shirts
 - 4 VIP Parking Spaces
 - 300 Buttons for parade giveaway
 - Various Approved Custom Merchandises
 - Micro Event Sponsor Options
(basketball, volleyball/ducks races/skating/etc.)
- Portable banner placed at any of 4 events of Sponsor's choosing and \$400.00 prize money (\$100.00 ea.) to be presented to tournament winners..



Please enclose the entry payment with your registration form.

For more info call Truth or Consequences Chamber of Commerce 575-894-6863.

Please detach and mail this form with payment (CHECKS ONLY) to: TorC Fiesta ATTN. SPONSOR Coordinator, TorC CoC, 207 S. Foch St. Truth or Consequences, NM 87901, or email info@torchamber.org.

2023 FIESTA SPONSOR FORM

S			
Name/Business/Organization		Contact Person	
Address		City	State Zip
Phone	Ext. #	Email	

Enclosed Amount for FRIEND OF FIESTA

Paid for with CASH

CHECK#