



TEXAS CITRUS FIESTA

2026 Sponsorship Opportunities

“Celebrating Tradition. Inspiring Community. Creating Impact.”



For further information, please contact:
Amy Tijerina, Executive Director

-  956.877.4867
-  amytijerina@texascitrusfiesta.com
-  220 E 9th St. Mission, TX 78572

A MESSAGE TO OUR COMMUNITY PARTNERS

The Texas Citrus Fiesta continues to be one of the most influential cultural and economic traditions in the Rio Grande Valley community. Since 1932, the Fiesta has celebrated our region's rich citrus heritage while strengthening community pride and driving economic growth.

Through the support of our sponsors, we are able to provide meaningful opportunities for youth, create large-scale community events, and attract visitors from across Texas.

We invite you to partner with us in continuing this legacy.

YOUR IMPACT AS A SPONSOR

Your support of the Texas Citrus Fiesta is more than a sponsorship—it is an investment in the growth, culture, and future of the Rio Grande Valley community.

Since 2024, the Texas Citrus Fiesta has experienced measurable growth in participation, community engagement, and statewide visibility.

Through your support, we are able to:

- 1 Strengthen community pride and cultural preservation**
- 2 Expand educational and leadership opportunities for youth.**
- 3 Increase tourism and economic activity in our community.**
- 4 Create meaningful, family-centered experiences for thousands of attendees.**

Together, we are building a legacy that continues to grow year after year.



MEASURABLE IMPACT

The Impact of Your Investment

- Over \$2.1 million in total economic impact generated through event-related spending
- Nearly 50% increase in overall attendance across major events
- \$100,000+ in sponsorship support secured, demonstrating strong community investment
- Thousands of visitors driving:
 - ↳ Hotel stays
 - ↳ Restaurant revenue
 - ↳ Local retail growth



YOUTH & COMMUNITY

Investing in Youth & Community

- Royal Court participation has increased from 16 to 28 participants
- Scholarships awarded to participants
- Leadership development through:
 - ↳ Public speaking
 - ↳ Community service
 - ↳ Professional growth



COMMUNITY & CULTURAL IMPACT

Preserving Tradition. Strengthening Community.

- Supporting a \$300 million citrus industry
- Hosting safe, family-friendly events
- Expanding outreach to schools, seniors, and local organizations
- Preserving over 90 years of cultural heritage



WHY PARTNER WITH US?

As a sponsor, your organization receives:

- Exposure to thousands of attendees
- Brand visibility across multiple events and parades
- Recognition in printed and digital materials
- Alignment with a respected, growing community tradition

With 10 parades scheduled for 2027, your brand gains statewide visibility.

TEXAS CITRUS FIESTA WEEK EVENT SCHEDULE

03

Product Costume Style Show



25 January 2027



6:30 PM - END



200 N Shary Rd, Mission, TX 78572

Royal Coronation - Sponsors: Number of entry bracelets.



27 January 2027



7:00 PM - END



200 N Shary Rd, Mission, TX 78572

Royal Ball - Sponsors: Number of entry bracelets.



29 January 2027



7:00 PM - END



200 N Shary Rd, Mission, TX 78572

Fun Fair - Sponsors: One (1) Vendor Booth Space



Day 1 30 January 2027



2:00 PM - END



Day 2 31 January 2027



2:00 PM - END



TBA

Parade of Oranges - Sponsors: One Commercial Float Entry



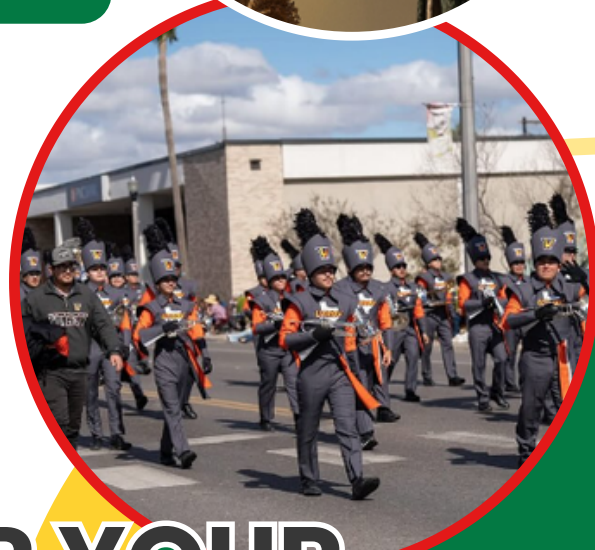
30 January 2027



7:00 PM - END



200 N Shary Rd, Mission, TX 78572



THANK YOU FOR YOUR SUPPORT



SPONSORSHIP PACKAGES OFFERED

04



	RIO RED Sponsor \$15,000+	STAR RUBY Sponsor \$10,000- \$14,555	PINK GRAPEFRUIT Sponsor \$7,500- \$9,999	VALENCIA Sponsor \$5,000 - \$7,499	MANDARIN Sponsor \$2,500 - \$4,999
Logo placement on the official TCF Website	X	X			
Recognition on official TCF letterhead	X	X			
Logo placement on event banners throughout festival venues	X	X	X	X	
Logo recognition across all official social media platforms	X	X	X	X	X
Logo featured on the live event board	X	X	X	X	X
Advertisement size in the official program book	2 Page Spread	Full Page + Half Page	Full Page	Full Page	Half Page
Entry of one commercial float in the Parade of Oranges	X	X	X	X	X
Number of Royal Ball seats	8	8	8	6	4
Number of VIP tickets to all Texas Citrus Fiesta events	10	10	8	6	4
One (1) Vendor Booth at the Texas Citrus Fiesta Fun Fair	X	X	X	X	X

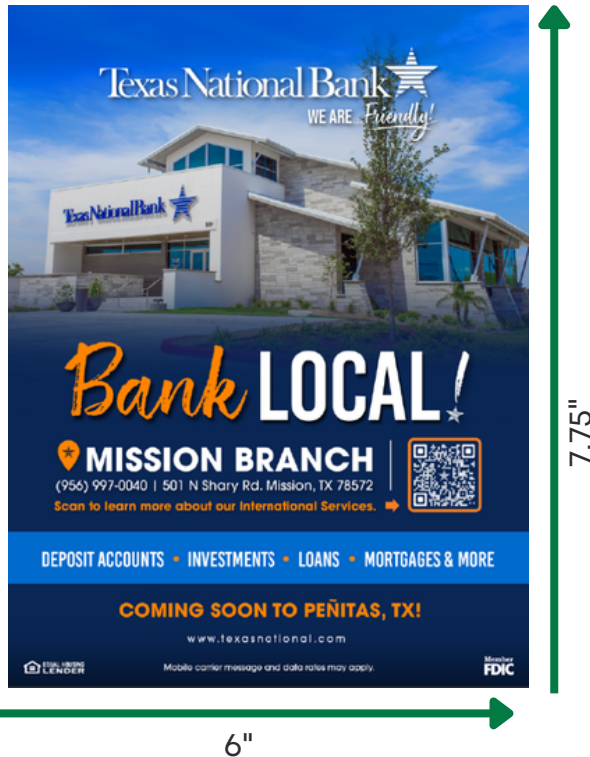
PROGRAM BOOK ADVERTISING



05

Your sponsorship includes placement in the official Texas Citrus Fiesta Program Book, distributed to hundreds of attendees of our royal coronation and royal ball events.

Sample Full-Page Advertisement



Sample Half-Page Advertisement



Please Note:

- Ads must be print-ready
- No edits will be made
- High-resolution required

Full Page Specifications	Half Page Specifications
Size: 6" X 7.75"	Size: 6" X 3.75"
Formats: PDF/PNG/JPEG	

All sponsorship commitments and ad submissions are due by:

Monday, December 21, 2026

Late submissions may not be included.

SPONSORSHIP PLEDGE FORM



06

TO OFFICIALLY SECURE YOUR SPONSORSHIP, THIS COMPLETED PLEDGE FORM
MUST BE SUBMITTED TO THE TEXAS CITRUS FIESTA OFFICE.

BUSINESS NAME:

ADDRESS:

CONTACT PERSON:

PHONE NUMBER:

EMAIL:

SPONSORSHIP BENEFITS, RECOGNITION, AND INCLUSION IN PROMOTIONAL MATERIALS WILL BE CONFIRMED
UPON RECEIPT OF THIS FORM AND PAYMENT.

PLEASE CHECK ONE OF THE FOLLOWING:

- | | |
|---|---|
| ☐ 1. Rio Red Sponsor
Contribution: \$15,000+ | ☐ 4. Valencia Sponsor
Contribution: \$5,000- \$7,549 |
| ☐ 2. Star Ruby Sponsor
Contribution: \$10,000-\$14,999 | ☐ 5. Mandarin Sponsor
Contribution: \$2,500- \$4,999 |
| ☐ 3. Pink Grapefruit Sponsor
Contribution: \$7,500- \$9,999 | ☐ 6. Other
Please specify the amount
you would like to donate: _____ |

AUTHORIZED SIGNATURE

I ACKNOWLEDGE AND AGREE TO THE SPONSORSHIP COMMITMENT SELECTED ABOVE AND UNDERSTAND THAT SUBMISSION
OF THIS FORM CONFIRMS OUR PARTICIPATION AS A SPONSOR OF THE TEXAS CITRUS FIESTA.

PRINT NAME

AUTHORIZED SIGNATURE

DATE

PLEASE MAKE ALL CHECKS PAYABLE TO:
TEXAS CITRUS FIESTA
220 E 9TH ST. MISSION, TX 78572

*Your donation to the Texas Citrus Fiesta is considered a charitable contribution. The tax-deductible amount of your contribution is limited under Section 170 of the Internal Revenue Code to the amount by which the contribution exceeds the fair market value of any benefits that you receive in return for your gift. The Texas Citrus Fiesta has determined the tax-deductible amount of your contribution based on these guidelines, and makes this disclosure pursuant to Revenue Ruling 67-246 1967-2 C.B. 104. The amount contributed will be fully deductible under Section 170 of the Code (unless you receive any benefits in return for your contribution). A good faith estimate of the benefits to be received is \$50 per person attending the Royal Ball.

