



TASTE OF **LA FRONTERA**

Food / Signature Drink Sponsorship

Dear Local Business Owner,

The Mr. Amigo Association respectfully invites you to be part of our annual Taste of La Frontera that will be held at the Brownsville Events Center on Monday, January 19th, 2026 from 6pm - 10pm.

Every year, Taste of la Frontera allows the most unique eateries in the area to tap into an affluent audience to showcase their own original gastronomy. The event includes an array of flavors from our border region which patrons sample throughout the evening; coupled with great live music! With beverages flowing throughout the event, Taste of La Frontera is a staple in the community and the favorite kickoff of the holiday season unique to Brownsville, TX, amongst all who share the Charro Days spirit!

Attached is the Food Sampling Sponsorship package for your review. We sincerely appreciate your time and consideration. Should you have any questions regarding this event, please feel free to reach out to one of the following members of the Mr. Amigo Board.

Gonzalo Hernandez at (210) 843-2723 or gghernand69@gmail.com, or Michelle Pompa-Fernandez at (956) 545-3458.

Best Regards,

Michelle Pompa Fernandez
Mr. Amigo President 2025-2026



MRAMIGO.NET



Set Up

The following items are required from your establishment for the set up:

1. The event is from 6 to 10PM. Therefore, setup time will be between 1PM to 5PM. ONLY. (Serving time begins at 5:45 PM)
2. Your establishment must provide food sampling for at least 1000 attendees of the item(s) you list on this agreement.
3. Food must be prepared beforehand and not cooked on site (Except for Taquerias serving outdoor)
4. Your establishment must provide heating and/or cooling elements (if needed) for the food provided. IF YOU PLAN ON USING AN OPEN FLAME, PLEASE REPORT IT TO US IN ADVANCE SO THAT WE CAN GET THE PERMIT FROM THE CITY. TAKE YOUR FIRE EXTINGUISHER.
5. Plates, utensils, and paper napkins are your responsibility to provide for the attendees who will be sampling your food or sampling cups for beverages.
6. We will provide lighting and a table. You are allowed to bring a 10 x10 tent branded or unbranded, and decoration is encouraged.
7. Please bring your own extension cords.
8. Your establishment must provide servers to distribute sample items.
9. All items and decorations that are displayed must use non-damaging materials such as painters tape, string, ties straps, or 3M Command Strips. Do not nail anything into any event center walls or surfaces. All damage caused by the vendor will be the responsibility of the vendor to pay for to the City of Brownsville.
10. You must clear your area completely, remove all decoration, banners and signs, and throw away all trash before leaving your designated area. Clean up at the end of the event is the sole responsibility of your establishment.
11. Please bring mats to mitigate spills and slips
12. Additional items may be requested if required by the City of Brownsville to comply with fire safety and health regulations.



IN-KIND SPONSORS

FOOD SAMPLING & SIGNATURE DRINK SAMPLING SPONSORS

- Establishment name will appear as food or beverages sampling sponsor on:
 - Digital Poster
 - Social media post
 - One on-site banner
 - Press release
- Business will receive 4 bracelets for staff members (additional bracelets are sold at \$40.00 each)
- Provide food serving table for on-site promotion for 1000 guests. Sponsor can bring additional tables as needed, which must fit in your allocated space.
- >>>> **Print deadline for on-site banner is January 10, 2026.** Please send artwork to Ceciley Pittman at (956) 545-7966 or via email to: mramigoassociation@gmail.com

SIGNATURE DRINK SAMPLING SPONSOR ADDITIONAL INFO

The Mr. Amigo Association obtains a liquor license for this event, so we are required by TABC to purchase all alcohol which will be given away that night, including any alcohol needed by an any Signature Drink Sampling sponsor. As such, any Signature Drink Sampling Sponsor will have to notify the Mr. Amigo Association of the liquor you will need for your signature cocktail, and draft a check or make a payment of \$200.00 to the Mr. Amigo Association to defer some of the costs related to the alcohol we will acquire for you.



Food and Signature Drink Sponsors

Business Name of Vendor:

Vendor agrees to sponsor the Mr. Amigo Association's "Taste of La Frontera" event that will be held on Monday, January 19th, 2026 at the Brownsville Events Center located at 1 Events Center, Paredes Line Rd FM1847, Brownsville, Tx 78526.

Vendor will be providing the following food sample and/or signature drink (for 1000 guests):

Vendor business representative (s) and legal agent for this event is:
NAME

PHONE

EMAIL

*****Please forward your business logo (high resolution .png, .jpg, .jpeg or .pdf format preferred, all hi-res files accepted) and pertinent information to Ceciley Pittman at (956) 545-7966 or mramicoassociation@gmail.com by January 10, 2026 in order to meet the final print deadlines.**

Vendor
Name _____

Vendor phone _____

Vendor agent Signature

printed name

date