



2026

BCS FIESTAS PATRIAS

SPONSORSHIP OPPORTUNITIES

Many Cultures. One Community.



EVENTS & DATES

Camino To Fiestas Patrias

SEPTEMBER 4, 2026
6:00 PM – 9:30 PM

A KICKOFF NIGHT OF
MUSIC, DANCE, AND CULTURE.

Fiestas Patrias Parade

SEPTEMBER 13, 2026
11:00 AM – 1:00 PM

A VIBRANT PARADE CELEBRATING TRADITION,
CULTURE, AND COMMUNITY.

Fiestas Patrias Festival

SEPTEMBER 13, 2026
1:00 PM – 9:00 PM

LIVE MUSIC, FOOD, ART,
AND FAMILY CELEBRATION.



HISTORIC DOWNTOWN BRYAN, TEXAS

BCS Fiestas Patrias carries a meaningful legacy into a new chapter. Founded as a new organization inspired by Fiestas Patrias Mexicanas, the beloved tradition first envisioned by Emilio R. Lopez and Roy Lopez in 1992, it honors the foundation of that celebration while building for future generations. With respect for that history, the organization renews its promise to give back while uniting the community through culture, heritage, education, and celebration. Today, BCS Fiestas Patrias honors its roots while expanding to celebrate both Hispanic and Latino cultural traditions and welcoming everyone to experience, learn, and belong.

Your sponsorship helps preserve culture, support youth and families, empower local entrepreneurs, and expand educational opportunities for future generations.

2026 SPONSORSHIP LEVELS



CULTURA
SPONSOR
\$10,000

MAIN STAGE
PARTNER



LEGADO
SPONSOR
\$7,500

CAMINO TO FIESTAS
PATRIAS / CULTURAL
EXPERIENCE PARTNER



TRADICIÓN
SPONSOR
\$5,000

EVENT
RECOGNITION +
VIP EXPERIENCE



HERENCIA
SPONSOR
\$3,500

HOSPITALITY +
PROMOTIONAL
RECOGNITION



ESPÍRITU
SPONSOR
\$2,000

SPONSOR
RECOGNITION +
VIP ACCESS



CORAZÓN
SPONSOR
\$1,000

COMMUNITY
RECOGNITION



PADRINO
SPONSOR
\$500

SUPPORTER
RECOGNITION



LET'S BUILD SOMETHING
MEANINGFUL TOGETHER



PO BOX 3811
BRYAN, TX 77805



BCSFIESTASPATRIAS@GMAIL.COM



BCSFIESTASPATRIAS.COM



@BCSFIESTASPATRIAS

HONORING THE LEGACY. CONTINUING THE TRADITION.

OUR STORY

The tradition behind **BCS Fiestas Patrias** began in 1992 through the vision and leadership of Emilio R. Lopez and Roy Lopez, who helped create a cultural celebration rooted in heritage, family, and community.

Today, **BCS Fiestas Patrias** carries that legacy into a new chapter. Rebranded and reimagined for future generations, the organization honors the foundation of the original celebration while expanding its mission of cultural connection, education, community impact, and belonging.

BCS Fiestas Patrias is not only preserving a tradition — it is building a future where Hispanic and Latino culture is celebrated, local families are supported, and the entire Bryan–College Station community is invited to experience, learn, and belong.



OUR MISSION

TO PRESERVE AND CELEBRATE HISPANIC CULTURE WHILE STRENGTHENING THE WELL-BEING, EDUCATION, AND FUTURE OPPORTUNITIES OF ALL RESIDENTS OF THE BRYAN-COLLEGE STATION COMMUNITY.

THROUGH CULTURAL EVENTS, EDUCATIONAL PROGRAMS, COMMUNITY INITIATIVES, AND COLLABORATIVE PARTNERSHIPS, WE AIM TO PROMOTE UNITY, SUPPORT YOUTH AND FAMILIES, EMPOWER LOCAL ENTREPRENEURS, AND CREATE MEANINGFUL EXPERIENCES THAT ENRICH THE CULTURAL, SOCIAL, AND ECONOMIC LIFE OF OUR REGION.



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WHY YOUR PARTNERSHIP MATTERS

BCS Fiestas Patrias is more than a celebration. It is a place where families gather, cultures are honored, stories are shared, and people from every background are welcomed into the heart of Bryan–College Station.

Your sponsorship helps create moments that matter — a child seeing their culture celebrated, a local entrepreneur sharing their craft, a family experiencing traditions together, and neighbors discovering the cultures that help shape our community.

OUR PROMISE OF STEWARDSHIP

BCS Fiestas Patrias is committed to being transparent, intentional, and responsible with the support entrusted to our organization.

As we rebuild and reintroduce this celebration for a new generation, our first priority is to create a strong, sustainable foundation for the festival and the community impact it can grow into. In this first year, sponsorship support may help cover event costs, support community give-back efforts through shared partnerships, strengthen operations, and reinvest in the future of **BCS Fiestas Patrias** so the celebration can continue serving Bryan–College Station for years to come.

Our long-term vision is to grow **BCS Fiestas Patrias** into a trusted community tradition that supports culture, education, families, youth, local entrepreneurs, and meaningful opportunities throughout the Brazos Valley.

Every sponsor deserves to know their support is handled with care, purpose, and good intention. As the organization grows, **BCS Fiestas Patrias** will continue working toward stronger community partnerships, expanded year-round fundraising opportunities, and meaningful ways to give back.

With the support of sponsors, partners, volunteers, and the community, **BCS Fiestas Patrias** can become a lasting celebration that unites Bryan, College Station, the Brazos Valley, and neighboring communities through culture, belonging, and shared purpose.

****BCS Fiestas Patrias is a registered 501(c)(3) nonprofit organization dedicated to culture, education, and community impact.*



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SPONSORSHIP BENEFITS COMPARISON

BENEFIT / VISIBILITY ITEM	CULTURA	LEGADO	TRADICIÓN	HERENCIA	ESPÍRITU	CORAZÓN	PADRINO
SPONSORSHIP AMOUNT	\$10,000	\$7,500	\$5,000	\$3,500	\$2,000	\$1,000	\$500
AD VISIBILITY SHARE	38%	29%	19%	14%	0%	0%	0%
RECOGNITION OPPORTUNITIES	UP TO 8-10	UP TO 7-8	UP TO 4-5	UP TO 3-4	UP TO 2-3	UP TO 1-2	UP TO 1
SPONSOR RECOGNITION TITLE	MAIN STAGE SPONSOR RECOGNITION OR FESTIVAL EXPERIENCE RECOGNITION, AS SELECTED OR AVAILABLE	CAMINO A FIESTAS PATRIAS STAGE SPONSOR RECOGNITION OR FESTIVAL EXPERIENCE RECOGNITION, AS SELECTED OR AVAILABLE	PARADE SPONSOR RECOGNITION	SUPPORTING SPONSOR RECOGNITION	SUPPORTING SPONSOR RECOGNITION	SUPPORTING SPONSOR RECOGNITION	SUPPORTING SPONSOR RECOGNITION
PAID AD CREATIVE INCLUSION	PAID AD CREATIVE INCLUSION PER CENTAGE	PAID AD CREATIVE INCLUSION PER CENTAGE	PAID AD CREATIVE INCLUSION PER CENTAGE	PAID AD CREATIVE INCLUSION PER CENTAGE	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED
SOCIAL MEDIA RECOGNITION	DEDICATED SOCIAL MEDIA SPOTLIGHT POST	DEDICATED SOCIAL MEDIA SPOTLIGHT POST	GROUPED SOCIAL MEDIA RECOGNITION POST	GROUPED SOCIAL MEDIA RECOGNITION POST	GROUPED SOCIAL MEDIA RECOGNITION POST	GROUPED SOCIAL MEDIA RECOGNITION POST	GROUPED SOCIAL MEDIA RECOGNITION POST
INSTAGRAM STORIES	8-10 INSTAGRAM STORY	7-8 INSTAGRAM STORY	4-5 INSTAGRAM STORY	3-4 INSTAGRAM STORY MENTIONS	2-3 INSTAGRAM STORY MENTIONS	1-2 INSTAGRAM STORY MENTIONS	1 INSTAGRAM STORY MENTION
INSTAGRAM HIGHLIGHT PLACEMENT	SPONSOR TIER INSTAGRAM HIGHLIGHT PLACEMENT	SPONSOR TIER INSTAGRAM HIGHLIGHT PLACEMENT	SPONSOR TIER 4-5 INSTAGRAM HIGHLIGHT PLACEMENTS	3-4 GROUPED INSTAGRAM HIGHLIGHT PLACEMENTS	2-3 GROUPED INSTAGRAM HIGHLIGHT PLACEMENTS	1-2 GROUPED INSTAGRAM HIGHLIGHT PLACEMENTS	1 INSTAGRAM HIGHLIGHT PLACEMENT
SPONSOR TAGGING	INDIVIDUAL SPONSOR TAGGING	INDIVIDUAL SPONSOR TAGGING	SPONSOR GROUP TAGGING PLACEMENTS	SPONSOR GROUP TAGGING PLACEMENTS	SPONSOR GROUP TAGGING PLACEMENTS	NO SPONSOR GROUP TAGGING PLACEMENTS	NO SPONSOR GROUP TAGGING PLACEMENTS
PARTNER CROSS-TAGGING	HIGH-VALUE PARTNER CROSS-TAGGING PER AVAILABLE OPPORTUNITIES	LIMITED HIGH-VALUE PARTNER CROSS-TAGGING PER AVAILABLE OPPORTUNITIES	LIMITED PARTNER CROSS-TAGGING PLACEMENTS PER AVAILABLE OPPORTUNITIES	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED
WEBSITE PLACEMENT	TOP AND FEATURED WEBSITE PLACEMENT SECTION	FEATURED WEBSITE PLACEMENT SECTION	WEBSITE GROUP SPONSOR CARD LISTING	WEBSITE GROUP SPONSOR CARD LISTING	WEBSITE GROUP SPONSOR CARD LISTING	WEBSITE GROUP SPONSOR CARD LISTING	WEBSITE GROUP SPONSOR CARD LISTING
WEBSITE DISPLAY	ABOUT, LOGO, NAME, AND LINK FUNNEL	ABOUT, LOGO, NAME, AND LINK FUNNEL	LOGO, NAME, AND LINK FUNNEL	LOGO, NAME, AND LINK FUNNEL	LOGO AND NAME, NO LINK FUNNEL	LOGO AND NAME, NO LINK FUNNEL	NAME ONLY, NO LOGO, NO LINK
PRINT & DIGITAL PLACEMENT	PRIORITY PRINT AND DIGITAL PLACEMENT PER AVAILABLE OPPORTUNITIES	PRIORITY PRINT AND DIGITAL PLACEMENT PER AVAILABLE OPPORTUNITIES	4-5 PRINT AND DIGITAL PLACEMENTS WHEN SPACE ALLOWS AFTER HIGHER-TIER SPONSORS, PER AVAILABLE OPPORTUNITIES	3-4 PRINT AND DIGITAL PLACEMENTS WHEN SPACE ALLOWS AFTER HIGHER-TIER SPONSORS, PER AVAILABLE OPPORTUNITIES	2-3 PRINT AND DIGITAL PLACEMENTS WHEN SPACE ALLOWS AFTER HIGHER-TIER SPONSORS, PER AVAILABLE OPPORTUNITIES	1-2 PRINT AND DIGITAL PLACEMENTS WHEN SPACE ALLOWS AFTER HIGHER-TIER SPONSORS, PER AVAILABLE OPPORTUNITIES	1 PRINT AND DIGITAL PLACEMENTS WHEN SPACE ALLOWS AFTER HIGHER-TIER SPONSORS, PER AVAILABLE OPPORTUNITIES
NEWSPAPER, MAGAZINE, OR MEDIA INCLUSION	HIGH-PRIORITY NEWSPAPER, MAGAZINE, OR MEDIA INCLUSION WHEN AVAILABLE	SELECT NEWSPAPER, MAGAZINE, OR MEDIA INCLUSION WHEN AVAILABLE AFTER CULTURA SPONSORS	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED
LIVE/EVENT ACKNOWLEDGMENT	PRIORITY LIVE/EVENT ACKNOWLEDGMENT WHEN APPLICABLE	PRIORITY LIVE/EVENT ACKNOWLEDGMENT WHEN APPLICABLE	LIMITED LIVE/EVENT ACKNOWLEDGMENT WHEN APPLICABLE	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED	NOT INCLUDED
VIP ACCOMMODATIONS	✓	✓	✓	✓	—	—	—
VIP RESERVED SEATING	✓	✓	✓	✓	—	—	—
RESERVED SPONSOR PARKING	✓	✓	✓	✓	—	—	—
RECOGNITION PLAQUE	✓	✓	✓	✓	✓	—	—



HOW TO BECOME A SPONSOR

1. SELECT YOUR SPONSORSHIP LEVEL
2. EMAIL BCS FIESTAS PATRIAS TO CONFIRM AVAILABILITY FOR CULTURA, LEGADO, & TRADICION BEFORE MAILING CHECK.
3. CHECKS CAN BE MAILED TO:
PO BOX 3811
BRYAN, TX 77805
4. CHECKS PAYABLE TO: **BCS FIESTAS PATRIAS**
5. DIGITAL PAYMENT OPTION WILL SOON BE AVAILABLE ON WEBSITE.
6. OUR TEAM WILL CONFIRM NEXT STEPS



SPONSOR NOTES

- SPONSORSHIP OPPORTUNITIES ARE LIMITED AND CONFIRMED ON A FIRST-COME BASIS.
- SPONSOR NAMES, LOGOS, AND PAYMENT MUST BE SUBMITTED BY THE REQUESTED DEADLINES TO ENSURE RECOGNITION.
- BENEFITS WILL BE COORDINATED ACCORDING TO THE CONFIRMED SPONSORSHIP LEVEL, PRODUCTION SCHEDULE, FINAL EVENT LAYOUT, AND AVAILABLE SPACE.
- BCS FIESTAS PATRIAS IS COMMITTED TO HONORING EACH CONFIRMED SPONSORSHIP PACKAGE WITH PROFESSIONALISM AND CARE.
- DETAILED SPONSORSHIP LEVEL GUIDANCE IS AVAILABLE BY MEETING UPON REQUEST TO HELP PROSPECTIVE SPONSORS CHOOSE THE BEST FIT.
- SPONSORSHIPS OR DONATIONS AT \$1,000 OR MORE HAVE THE PARADE FEE WAIVED



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