



AVOCADO Festival



Pharr, TX



OCTOBER 11, 2025

DOWNTOWN PHARR

118 S. CAGE BLVD. PHARR, TEXAS

LIVE MUSIC | FREE EVENT | FAMILY FUN | VENDORS

2:00 PM - 11:00 PM



The Greater Pharr
Chamber of Commerce

Dear _____,

We are excited to once again bring you our Annual Avocado Festival which is set to take place on Saturday, October 11, 2025, at Downtown Park in the City of Pharr. This family friendly festival not only celebrates our region's love for avocados but also recognizes the hard work and dedication of the farmers, distributors, and workers involved in the produce industry. It serves as a platform to showcase the City of Pharr's vibrant culture, and agricultural heritage of the region.

The festival is the wrap up celebration of Fresh on the Border and the start of the produce season. The Pharr International Bridge serves as a crucial link in the US supply chain, connecting growers in Mexico with markets across the country. The city of Pharr continues to remain proactive in maintaining partnerships, both public and private, continuing to increase and streamline efficiencies and always increasing the bottom line for our stakeholders. These relationships and partnerships we have cultivated with businesses who use our bridge, as well as public officials who continue to identify the Pharr International Bridge as an economic lifeline for South Texas and beyond, has allowed our port of entry to witness cumulative growth of over a billion dollars year after year.

Currently, the Pharr International Bridge ranks third in Texas for trade with Mexico, as the seventh largest and fastest-growing land port of entry nationwide. With the bridge now crossing 65% of the nation's produce imported through Texas from Mexico and over \$47 billion in annual trade, it is vital we continue to prioritize infrastructure needs for this port of entry. It is also the top importer and exporter for the automotive, technology, oil and gas, perishables, and construction sectors. Notably, the Pharr International Bridge is the number one cross-border exporter for oil and petroleum gas.

Moreover, this celebratory festival provides an opportunity for residents and visitors alike to come together and enjoy avocado-inspired foods, carnival rides, live music, a variety of market, artisan and food vendors, and plenty of family-friendly activities. Our goal is to foster community spirit, educate on the significance of the Pharr International bridge and celebrate the great City of Pharr, showcase local businesses, non-profit organizations, schools, and the agricultural community; all while promoting tourism and economic growth in the area.

We cordially and humbly invite you to sponsor this unique festival. As a sponsor, your business or organization will connect with a broad audience, last year we had over 20,000 in attendance, catering to their interests and lifestyles. The publicity generated in the lead-up to the Avocado Festival and during the event itself offers a prime opportunity to showcase your products and services, while demonstrating your commitment to and support for our vibrant community. Please review the enclosed sponsorship materials for a detailed list of benefit packages.

Our advertising strategy is designed to highlight our sponsors, offering extensive exposure and associating your name with this inaugural event in the Rio Grande Valley. We hope to count on your support for the Avocado Festival!

For additional information, please contact C.J. Sanchez at greaterpharrchamber@pharr-tx.gov or (956) 402-4240

Sincerely,

Carlos "C.J." Sanchez
President/CEO

Greater Pharr Chamber of Commerce

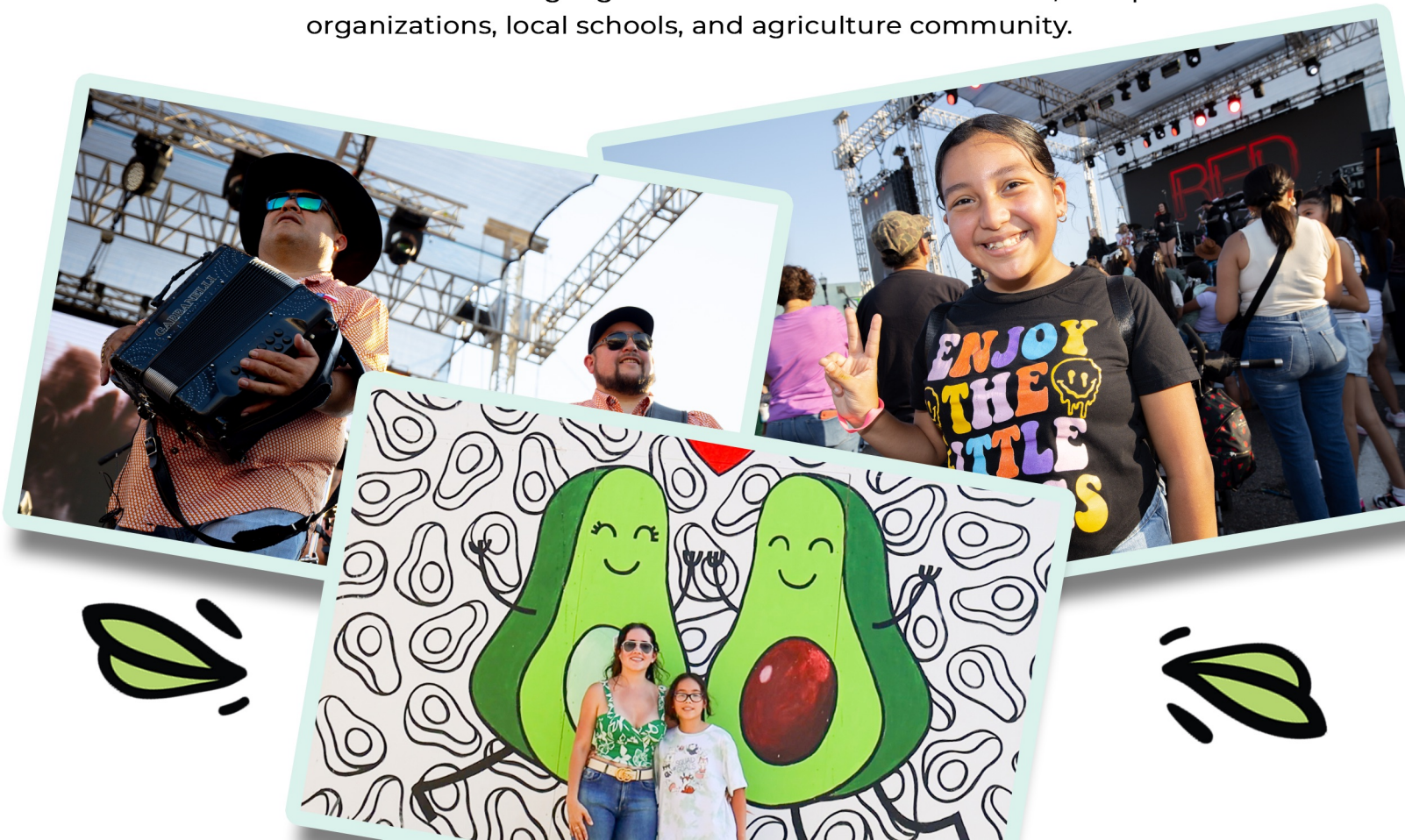




SPONSORSHIP LEVELS

The Avocado festival is the City of Pharr's and the Rio Grande Valley staple event for all ages, to celebrate Pharr's legacy as the number one produce bridge in the nation. It will take place on **Saturday, October 11, 2025, at Downtown Park in the City of Pharr.**

Avocados have historically been the top import in trade within the City and the nation. The Avocado Festival will highlight and showcase our businesses, non-profit organizations, local schools, and agriculture community.



► PRESENTING SPONSOR | \$25,000

Be the exclusive Presenting Sponsor of the 2025 Avocado Festival and gain unmatched visibility, prestige, and engagement with thousands of attendees. This is the highest level of sponsorship, offering premium branding opportunities and community recognition.

► YOUR BRAND IN THE SPOTLIGHT:

- **Top-Tier Recognition** - Your company will be recognized as the exclusive Presenting Sponsor for the Avocado Festival, ensuring premium exposure.
- **Premier Booth Space** - Two high-traffic interactive booths to engage with the community, showcase products, and distribute promotional materials. Avocado-themed booth activities encouraged!
- **Main Stage Branding** - Your logo prominently displayed on the Main Stage video screen throughout the event.
- **Official City Recognition** - Your business will be recognized at the City Commission Meeting declaring Avocado Month.
- **Customized Branding Opportunities** - Unique ways to integrate your brand into the festival experience.

► UNMATCHED VISIBILITY:

- **Citywide Exposure** – Your logo featured on:
 - Official City Banners
 - Lamp Posts throughout the festival area
 - Festival Entrances
- **Festival-Wide Branding** – Your logo displayed on:
 - Official Festival T-Shirts
 - Event Map, Emails, and Digital Advertisements
- **Social Media Spotlight** – Special mentions and promotions across official festival social media channels.

► WHY PARTNER WITH US?

- **High-Visibility Marketing** – Get your brand in front of thousands of attendees, city officials, and media.
- **Community Engagement** – Align your business with a fun, family-friendly event that celebrates health, culture, and the avocado industry.
- **Year-Round Exposure** – Your sponsorship isn't just for one day—it includes pre-event promotions, press coverage, and post-event recognition.

► EXCLUSIVE VIP BENEFITS:

- **Live Engagements** - A speaking opportunity at the Kickoff Press Conference and live acknowledgments during key festival moments.
- **VIP Access** – 3 tables of 8 for a total 24 guests receive exclusive entry to the VIP Tent for networking and hospitality.
- **Branding on the Festival Countdown Clock** – Your brand will be featured on the official countdown clock leading up to the festival!
- **Business Perks** -
 - **Free membership** with the Greater Pharr Chamber of Commerce.
 - **Exclusive invitations** (4 guests) to the Pharr International Bridge event: "**Start of the Produce Season 2025**" – a premier networking opportunity with industry leaders.

Limited to ONE exclusive sponsor
Secure your spot today!

► GUACAMOLE SPONSOR | \$5,000

PREMIUM BRAND EXPOSURE & VIP ACCESS

Position your brand as a key supporter of the 2025 Avocado Festival with top-tier visibility, exclusive access, and direct engagement with thousands of attendees. This sponsorship level ensures high-impact marketing and community recognition.

► YOUR BRAND IN THE SPOTLIGHT:

- **High-Visibility Recognition** – Officially recognized as a Platinum Sponsor of the Avocado Festival.
- **Premier Booth Space** - One interactive booth to engage with the community, showcase products, and distribute promotional materials. Avocado-themed booth decor encouraged!
- **Stage Branding** – Your logo prominently displayed on the Main Stage video screen during festival performances and presentations.
- **Official City Recognition** - Your business will be acknowledged at the City Commission Meeting declaring Avocado Month.
- **Customized Branding Opportunities** - Unique ways to integrate your brand into the festival experience.

► EXTENSIVE BRAND EXPOSURE:

- **Citywide & Festival Branding** – Your logo featured on:
 - Official City Banners
 - Festival Entrances
 - Event Map, Emails, and Digital Advertisements
- **Official Festival T-Shirts** – Your logo printed on the must-have festival gear worn by attendees and staff.
- **Social Media Promotion** – Special mentions and spotlights on festival social media channels.

► EXCLUSIVE VIP BENEFITS:

- **Live Recognition** – Acknowledgment during key festival moments and stage announcements.
- **VIP Access** – 2 tables of 8 for a total of 16 guests receive exclusive entry to the VIP Tent for networking and hospitality.
- **Business Perks:**
 - **Free membership** with the Greater Pharr Chamber of Commerce.
 - **Exclusive invitations** (2 guests) to the Pharr International Bridge event: **"Start of the Produce Season 2025"** – a premier networking opportunity with industry leaders.

► WHY PARTNER WITH US?

- **Boost Your Brand Visibility** – Gain exposure to thousands of attendees, city officials, and media.
- **Engage with the Community** – Align your business with a fun, family-friendly event that celebrates health, culture, and the avocado industry.
- **Year-Round Recognition** – Your sponsorship includes pre-event promotions, press coverage, and post-event acknowledgments.

**Only a limited number of
Platinum Sponsorships
available!
Secure your spot
today!**

► AVOCADO SPONSOR | \$2,500

ENGAGE, PROMOTE & STAND OUT!

Join the 2025 Avocado Festival as an Avocado Sponsor and connect with thousands of attendees while gaining valuable brand exposure. This sponsorship level offers interactive engagement, premium visibility, and exclusive VIP perks!

► YOUR BRAND IN THE SPOTLIGHT:

- **Interactive Booth Space** - One high-traffic booth to engage with the community, showcase products, and distribute promotional materials. Avocado-themed activities encouraged for extra engagement!
- **Main Stage Branding** – Your logo displayed on the Main Stage video screen, ensuring festival-wide exposure.
- **Sponsorship Banner Recognition** – Your logo prominently placed on the official sponsorship banner for all attendees to see.
- **Event Promotions** – Your logo featured on the Event Map, Emails, and Digital Advertisements reaching thousands before and during the event.
- **Social Media Shoutouts** – Receive special mentions across official festival social media channels.

► EXCLUSIVE VIP BENEFITS:

- **Main Stage Recognition** – Live shout-out from the Main Stage as a valued sponsor.
- **VIP Access** – 1 table for a total of 8 guests receive exclusive entry to the VIP Tent for premium hospitality and networking.

► WHY SPONSOR?

- **Brand Visibility** – Get your business in front of thousands of festival-goers and city officials.
- **Community Engagement** – Connect directly with potential customers in a fun and interactive environment.
- **Marketing Boost** – Enjoy pre-event promotions, festival-day exposure, and post-event recognition.

Limited spots available
Secure your Avocado
Sponsorship today!



► PRODUCE SPONSOR | \$1,500

Gain valuable exposure at the 2025 Avocado Festival with this cost-effective sponsorship package. Perfect for businesses looking to connect with the community and boost brand recognition!

► YOUR BRAND IN THE SPOTLIGHT:

- **Sponsorship Banner Recognition** – Your logo prominently displayed on the official sponsorship banner, ensuring high visibility.
- **Event Promotions** – Your logo featured in the official Event Program and Festival Emails, reaching thousands of attendees.
- **Social Media Shoutouts** – Receive a special mention across official festival social media channels.
- **VIP Access** – 4 guests receive exclusive entry to the VIP Tent for premium hospitality and networking.

► WHY SPONSOR?

- **Cost-Effective Brand Exposure** – Get noticed without a large investment.
- **Direct Audience Reach** – Connect with festival-goers and potential customers.
- **Community Involvement** – Show your support for a beloved citywide event.

**Join us as an Avocado Sponsor
and make an impact!**



► SPONSORSHIP AGREEMENT

Yes, we are proud to support the City of Pharr and the Greater Pharr Chamber of Commerce as they host the Second Annual Avocado Festival in the City of Pharr. We authorize the Greater Pharr Chamber of Commerce to include our name or logo on all printed materials for the event, consistent with our sponsorship selection.

- ☐ **PRESENTING SPONSOR | \$25,000**
- ☐ **GUACAMOLE SPONSOR | \$5,000**
- ☐ **AVOCADO SPONSOR | \$2,500**
- ☐ **PRODUCE SPONSOR | \$1,500**
- ☐ I would like to make a tax-deductible donation of \$_____
- ☐ I would like my gift to remain anonymous

SPONSOR INFORMATION

Company/Individual Name (to be listed): _____

Contact Name: _____

Email: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

The Greater Pharr Chamber of Commerce is recognized as a tax-exempt organization under the section 501(c)6 of the Internal Revenue Code (Tax ID: 83-0767441).

PAYMENT OPTIONS

☐ **CHECK** ☐ **CREDIT CARD** ☐ **CASH**

Please make checks payable to:
Greater Pharr Chamber of Commerce
1011 W. Kelly Ave. Pharr, Texas 78577

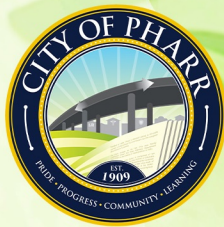
Credit Card Number: _____

Type: _____ Exp. Date: _____ CVV Code: _____

Sponsor Signature: _____ Today's Date: _____

Please note that a 2.5% processing fee will be added to all payments made by credit card.

Company logo must be received by the Greater Pharr Chamber of Commerce by
October 1st, 2025, to ensure placement on printed materials.
Please email logo to Greater Pharr Chamber at greaterpharrchamber@pharr-tx.gov
Logo formats allowed: high resolution .jpg, and .png



The Greater Pharr
Chamber of Commerce

THANK YOU

www.greaterpharrchamber.com