



SPONSORSHIP OPPORTUNITIES



GamesOfTexas.com



Creating Champions & Leaders

Message from Brownsville Mayor John Cowen Jr.

Thank you for your interest and support of Games of Texas 2024. Games of Texas is an exciting opportunity for local businesses to promote their product and services and be recognized for their community support efforts.

The City of Brownsville is hosting the Texas Amateur Athletic Federation (TAAF) Games of Texas Summer Games scheduled from July 25 through 28, 2024.

The Texas Amateur Athletic Federation (TAAF), a nonprofit organization established in 1925 to promote, organize and conduct amateur athletics in the State of Texas. TAAF governs the Games of Texas, an amateur sports competition created for athletes throughout the State of Texas and is the largest multi-sport event in Texas.

Patterned after the Olympics, the Games of Texas has an emphasis on the recreational athlete and the enhancement of his or her competitive experiences.

During the last week of July 2024, we will host 16 summer sports at various locations throughout the City at various facilities including the Brownsville Sport Park, Sams Memorial Stadium, Monte Bella Trails Park, Brownsville Events & Tennis Center, BISD Margaret Clark Aquatics Center, and Brownsville Golf Center.

This guide contains just a sample of the ways in which we can work together to light the fuse and go beyond while also helping these athletes to continue to achieve excellence in competition and our community.

Thank you for your consideration and please call us if we can assist in any way.



Community Impact



8,000 Athletes & Families



16 Sports across Brownsville



Hotels, Variety of Food
& Entertainment for all



\$8M Economic Impact



Why Sponsor with Us?



Brownsville Games of Texas 2023, nearly 7,000 athletes enthusiastically registered to compete in 11 sports, attracting a substantial audience of 15,000 fans to Brownsville. This year, we anticipate an even more remarkable turnout, with over 8,000 athletes engaging in a diverse range of 16 competitive sports. The events will be hosted at various venues throughout the city, with generous support from the Brownsville Independent School District, who have graciously provided their facilities.

By joining us as a sponsor, your company not only champions the success of this extraordinary event, dedicated to the spirit of sports and unity, but also secures significant visibility and recognition throughout the Games. Your sponsorship signifies a commitment to our community and the advancement of amateur sports in Texas.

Games of Texas Locations



Baseball
(youth)



Boxing
(youth & adult)



Basketball
(youth)



Disc Golf
(youth & adult)



Flag Football
(adult)



Golf
(youth & adult)



Kickball
(youth)



Swimming
(youth & adult)



Pickleball
(adult)



Tennis
(youth & adult)



Skateboarding
(youth & adult)



Track & Field
(youth)



Soccer
(youth)



Volleyball
(youth & adult)



Softball
(youth)



Sand Volleyball
(adult)

- 511 Kickball Park • Brownsville Events Center • Brownsville Golf Center •
- Brownsville Sports Park • Brownsville Tennis Center •
- Joe & Tony Oliveira Park • James Pace ECHS •
- Homer Hanna ECHS • Margaret M. Clark Aquatic Center •
- Monte Bella Trails Park • Veterans Memorial ECHS •



2024 GOT SPONSORSHIP PACKAGES

	\$500	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
	Freshman	Jr. Varsity	Varsity	Bronze	Silver	Gold	Title Sponsor
TAAF Program Recognition	✓	✓	✓	✓	✓	✓	✓
Website Logo Recognition	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓	✓
Gift Package		✓	✓	✓	✓	✓	✓
Pre and Post Show Mentions		✓	✓	✓	✓	✓	✓
Signage at Event & Venues		✓	✓	✓	✓	✓	✓
GOT VIP Tickets			✓	✓	✓	✓	✓
VIP Reserved Parking			✓	✓	✓	✓	✓
Event Booth Setup			✓	✓	✓	✓	✓
VIP Sponsor Social				✓	✓	✓	✓
Logo on T-shirts				✓	✓	✓	✓
Promo opp in welcome kits				✓	✓	✓	✓
Scoreboard Advertisement					✓	✓	✓
Signage/Banners: Mesh					✓	✓	✓
Commemorative gift						✓	✓
Opening Ceremonies Speaker							✓

Company: _____ Point of Contact: _____

Telephone: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Make check payable to "City of Brownsville." Return form and check to: City Manager's office City Hall (2nd Floor) 1001 E. Elizabeth St, Brownsville, TX 78520. For Credit Card Payments Contact Rogelio Chanes (956) 561-2370 rogelio.chanes@brownsvilletx.gov

Title Sponsor

\$25,000

Opening Ceremony Speech
25 VIP Tickets to events
Your signage at 12 locations
12 Parking passes
25 VIP Sponsor Social
20' x 20' Event Booth Setup*
Includes previous level

Gold

\$15,000

Commemorative Gift
15 VIP Sponsor Social
Your signage at 8 locations
10 Parking passes
15 VIP Tickets to events
10' x 14' Event Booth Setup*
Includes previous level

Silver

\$10,000

Mesh Signage Banner
10 VIP Tickets to events
Your signage at 6 locations
5 Parking passes
10 VIP Sponsor Social
8' Event Booth Setup*
Includes previous level

Bronze

\$5,000

Company Promo Opportunity
in Welcome Kit
Logo on T-shirts
5 VIP Sponsor Social
Your signage at 4 locations
5 VIP Tickets to events
4 Parking passes
5 VIP Sponsor Social
6' Event Booth Setup*
Includes previous level

Varsity

\$2,500

2 VIP Tickets to events
2 Parking passes
Your signage at 2 locations
Company flyer distribution
Includes previous level

Jr. Varsity

\$1,000

Gift Package
Pre and Post Show Mentions
1 Sign at Event or Venue
Includes previous level

Freshman

\$500

TAAF Program Recognition
Printed
Website Logo Recognition
Social Media Recognition

*Bring your own tent, table, & chairs.



LIGHT THE FUSE AND GO BEYOND!

Rogelio Ernesto Chanes, MBA, MPA
Intergovernmental Relations Manager

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☎ (956) 561-2370

📍 City Hall, 2nd Floor 1001 Elizabeth St.



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