



December 15, 2011

Dear Sir or Madam,

The Mr. Amigo Association and I respectfully invite _____ to sponsor our festivities to be held in January and February of 2012. Your donation will help us bring our projects to the community this year.

The Mr. Amigo Association was formed in 1964 by the Brownsville Chamber of Commerce and is now a separate organization and vital part of our community. The Association's mission is to promote goodwill between the United States and Mexico by setting a living example between Brownsville, Texas and her sister city of Matamoros, Tamaulipas. We celebrate the international way of life; business ties, social ties and family ties that are unique on the border of Brownsville and Matamoros.

Every year a Mexican citizen who has contributed to the friendship of the two countries is bestowed the title of Mr. Amigo. The title has been conferred upon such notable Mexican personalities as former Mexican President Miguel Aleman 1964, Cantinflas 1965, Raul Velasco 1973, Vicente Fernandez 1977, Jose Jose 1984, Lucia Mendez 1987, Veronica Castro 1990, Lucero 2006, Angelica Vale 2007 and the most recent in Mr. Amigo 2010 Carlos Cuevas "El Rey del Bolero." The "Mr. Amigo" then comes to Brownsville to join in the Charro Days celebrations, parades and dances put on by the Mr. Amigo Organization and others.

Attached are the different levels of donation and the benefits associated. The donations may also be directed for specific events if desired. The Mr. Amigo Organization is classified as a 501(c)4 organization for tax purposes.

We extend our most sincere thanks to you for considering our request. I would be pleased to provide any additional information that would be required. Please feel free to contact me at (956) 459-6406.

Sincerely,

Eliseo Davila
President Mr. Amigo Association
956-455-3676

Kevin Isbell
Corporate Sponsors Chairman

Mr. Amigo Association

P.O. Box 4897

Brownsville, TX 78523



Mr. Amigos and Past Presidents

1964	Lic. Miguel Aleman	Bat Corrigan
1965	Mario Moreno "Cantinflas"	Dave Cooper
1966	Jose Vivanco	John Gillis
1967	Jose F. Muguerra	Gene Hooker
1968	Lic. Praxedis Balboa	Glen Herman
1969	Lic. Jorge Perez Y. Bouras	A.M. Tony Carnesi
1970	Manuel A. Ravize	Bill Long
1971	Lic. Alejandro Garza Laguera	Bob Torres
1972	Felipe Zambrano	M.E. Tino Garcia
1973	Raul Velasco	Gene Anastas
1974	Pedro Vargas	Richard McInnis
1975	Tito Guizar	Tommy Champion
1976	Armando Manzanero	Leo Maldonado
1977`	Vicente Fernandez	David Warzecha
1978	David Reynoso	Ralph Cowen
1979	Lola Beltran	Rachel Torres
1980	Carlos Gomez Barrera	Reynaldo Lopez
1981	Roberto Cantoral	Eddie Hernandez
1982	Jorge Cardenas Gonzalez	Macedonio Balli



Mr. Amigos and Past Presidents

1983	Juan Gabriel	Jerry Sportsman
1984	Jose Jose	Bob White
1985	Emmanuel	Vince Crixell
1986	Marco Antonio Muniz	Raul I. Garza
1987	Lucia Mendez	Rolando Olvera
1988	Jorge Rivero	Frances Morales
1989	Ernesto Alonso	Mera Champion
1990	Veronica Castro	Dr. Ernesto S. Davila, DDS
1991	Gustavo Petricioli	Dr. Frank J. Morales, DDS
1992	Daniela Romo	Liz Maldonado
1993	Lucha Villa	Joe G. Rivera
1994	Maria Victoria	Henry Cantu
1995	Jose Manuel Mijares	Ygnacio Garza
1996	Angelica Maria	Bob Torres Jr.
1997	Alberto Vasquez	Dr. Ernesto F. Morales
1998	Jorge Ortiz de Pinedo	Dr. Eliseo Ruiz
1999	Silvia Pinal	Imelda Garcia
2000	Jorge Muniz	Joe "Pino" Campos
2001	Cesar Costa	Dr. Victor Gonzalez, M.D.
2002	Aida Cuevas	Sue W. Rubio Ardila



Mr. Amigos and Past Presidents

2003	Dulce	Dr. Ruben Gallegos
2004	Lolita Ayala	Commissioner Edna Tamayo
2005	Sergio Bustamante	Dr. Ruben M. Torres, M.D.
2006	Lucero	Sylvia Perez
2007	Angelica Vale	Jorge L. Flores
2008	Jose Sulaiman	Dr. David Morales, D.D.S.
2009	Vicente Fernandez Jr.	Eddy E. Hernandez
2010	Carlos Cuevas	Jose Camacho
2011	Arath De la Torre	Eliseo Dávila



Sponsorship Opportunities

Building Fund

The Mr. Amigo Association is pulling together funds to construct an office/museum. Since 1964 the Mr. Amigo Association has been honoring outstanding Mexican citizens as honorary ambassadors of goodwill between our countries and cultures. The artifacts, photographs and mementos are scattered amongst various members and past presidents' offices and homes. Our goal is to establish location, preferably in the downtown area, where these cherished memories can be shared with the public so our traditions and culture may be passed on to the next generation.

Events

Taste of La Frontera

Taste of La Frontera is the "kick-off" event for the Association and is typically held in January on Martin Luther King Day. The Association invites various local restaurants from Brownsville and Matamoros to share their cuisine with the public. The Association usually provides the location and music entertainment. If you are interested in being the sole sponsor for one of these events, please let us know and we can do our best to accommodate your wishes.

Celebration of Friendship

A party for the members of Mr. Amigo, Charro Days, Sombrero Fest, Fiestas Mexicanas and Amigoland Fiestas Internacionales. This function brings all the associations together in friendship and gets Charro Days started. The various organizations work together to coordinate the different events and festivities for Charro Days.

The Bridge Ceremony

The Association's most unique and possibly most significant event. The Mayors from Brownsville and Matamoros, along with the delegation of Mr. Amigo, honored guests and dignitaries meet in the middle of the International Bridge and affirm our friendship, social, familial and economic between our two cities. The Mr. Amigo and Matamoros honoree(s) are officially presented to the public. Children from local grade schools from both sides meet in the middle of the bridge and exchange U.S. and Mexican flags, instilling our tradition of brotherhood in the next generation.

Bienvenida/Costume Ball

The Costume Ball is a dinner/dance with guests dressing up in their best regional Mexican costume. The Association provides the location, catering and entertainment.

Awards Banquet

The Awards Banquet is a dinner/dance where various dignitaries (Congressman, State Senators, State Representatives, Commissioners, etc) present awards and appreciation to the Mr. Amigo. The Association provides the location, catering and entertainment.

Despedida

The Despedida is a casual invitation only event. The members of the Association and special guests have dinner with Mr. Amigo and reminisce about the last few days. It is an opportunity so casually socialize with Mr. Amigo and enjoy each other's company. Heart felt good byes and appreciation are shared with our honored guest before he or she leaves.

Mr. Amigo makes various other visits such as the City Luncheon, to the County, the Police Department, Sombrero Fest, Charro Days, etc which are all facilitated by the Mr. Amigo Association. Mr. Amigo also is part of the Children's Parade, the Illuminated Parade and the International Parade which crosses from Brownsville in to Matamoros. There are four days of events at which a sponsor will have the opportunity to participate with the Mr. Amigo Association in honoring one of Mexico's finest citizens.



Corporate Sponsor Packages for Events

\$10,000 Title Sponsorship

- Premium Advertising and equal “billing” with Mr. Amigo Association
- VIP Table for Dinner for 8 at the :
 - President’s Costume Ball (Thursday night)
 - Awards Banquet (Friday night)
- Invitation to Despedida with Mr. Amigo
- Recognition at Mr. Amigo at sponsored events
- Back page or middle 2 pages ad in program
- Mr. Amigo photograph and plaque
- Business logo on banners and posters
- Custom plan to recognize sponsor
 - Logo on collage insert in Herald
 - Event Ads
 - Website Ads

\$5,000 President’s

- VIP Tickets for Dinner for 8 at 2 events at
 - President’s Costume Ball (Thursday night)
 - Awards Banquet (Friday night)
- Recognition at Mr. Amigo at sponsored events
- Full page ad in program book
- Mr. Amigo photograph and plaque
- Business logo on banners and posters
- Custom plan to recognize sponsor
 - Logo on collage insert in Herald
 - Event Ads
 - Website Ads

\$3,000 Ambassador's

- VIP Tickets for Dinner for 4 at the:
 - President's Costume Ball (Thursday night)
 - Awards Banquet (Friday night)
- Quarter-page ad in program
- Recognition at Mr. Amigo at sponsored event
- Photograph with Mr. Amigo and plaque
- Business logo on banners and posters
- Custom plan to recognize sponsor
 - Logo on collage insert in Herald
 - Event Ads
 - Website Ad

\$2,000 Diplomat

- VIP Tickets for Dinner for 2 at the:
 - President's Costume Ball (Thursday night)
 - Awards Banquet (Friday night)
- One eighth-page ad in program
- Recognition at sponsored event
- Custom plan to recognize sponsor
 - Logo on collage insert in Herald
 - Website Ad

The Mr. Amigo Association would like to thank you for sponsoring our endeavors in promoting our culture and community.



Sponsorship Agreement - Invoice

_____ agrees to sponsor the Mr. Amigo Association at:

- Building Fund for \$ _____
- Taste of La Frontera as an event sponsor.
- Celebration of Friendship as an event sponsor.
- Bridge Ceremony as an event sponsor.
- Costume Ball as an event sponsor.
- Awards Banquet as an event sponsor.
- Despedida as an event sponsor.
- \$10,000 Title sponsorship
- \$5,000 President's sponsorship
- \$3,000 Ambassador's sponsorship
- \$2,000 Diplomat sponsorship
- Other: _____

We will be contacting you shortly to acquire your logo's, for use in our promotional materials. While we are happy to include our sponsor's in all our promotional efforts, please let us know about your preferences.

Your Contact information: _____

Mr. Amigo Information: Eliseo Davila, President 956-455-3676 eliseo777@gmail.com