



# Open Call for 2026 Fiesta Medal Sponsorship

Are you ready to be a part of something exceptional? Join hands with the San Antonio Hispanic Chamber of Commerce (SAHCC) for the 2026 Fiesta San Antonio celebration! We're excited to announce an exclusive sponsorship opportunity that comes with a host of incredible benefits.

## Why Partner with SAHCC for Fiesta 2026?

At SAHCC, we believe in celebrating our rich culture and vibrant community during Fiesta San Antonio. It's a time of joy, unity, and festivity, and your brand can be right at the heart of it. Here's what you can expect when you become the exclusive sponsor of our 2026 Fiesta Medal:

### Fiesta Medal Reveal – Presenting Sponsor

We'll co-host a spectacular Fiesta mixer to unveil the 2026 Hispanic Chamber Fiesta medal. This event will be a highlight of the Fiesta calendar, and as our exclusive sponsor, you'll enjoy various perks.

**\$4,000 | April 15, 2026**

#### Sponsorship Benefits:

- Prominent logo placement across all digital and print event marketing materials, invitations, and press release.
- Opportunity to deliver on-stage remarks during the medal reveal ceremony.
- Dedicated recognition as the Fiesta Medal Reveal – Presenting Sponsor across SAHCC social media channels and website, before, during, and after the event.
- Opportunity to provide a branded gift or promotional item for attendees.
- Ten (10) complimentary tickets, each inclusive of an official SAHCC Fiesta Medal.
- One (1) premium booth or activation space within the Medal Mercadito.
- Two (2) reserved VIP cocktail rounds in a prominent location.
- Post-event access to the registration list for business development purposes.

### Medal Mercadito Sponsor

Celebrate Fiesta at the Medal Mercadito, a festive gathering featuring medal swaps, community connection, and vibrant energy, all in true San Antonio style.

**\$2,500 | April 15, 2026**

#### Sponsorship Benefits:

- Logo featured on Mercadito signage and select event materials.
- Verbal recognition as our Medal Mercadito Sponsor during welcome remarks.
- Recognition as the Medal Mercadito Sponsor across SAHCC social media channels and website.
- Premium booth or activation space within the Mercadito.
- Six (6) complimentary event tickets.
- One (1) reserved VIP cocktail round in a prominent location.
- Post-event access to the registration list for business development purposes.

### *Don't Miss Out!*

This is your chance to be part of a beloved San Antonio tradition and elevate your brand during Fiesta San Antonio 2026. Be the exclusive sponsor of our 2026 Fiesta Medal and enjoy a Fiesta season filled with recognition, engagement, and celebration.

For inquiries and to express your interest, please contact Phillip Sanchez at [phillips@sahcc.org](mailto:phillips@sahcc.org) or at [210-225-0462](tel:210-225-0462). Let's make Fiesta 2026 an unforgettable experience together!



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## Fiesta Cavaliers River Parade & Pre-Party – Presenting Sponsor

Your brand will shine during the spectacular Texas Cavaliers River Parade on April 20, 2026. As a sponsor, you'll gain unparalleled exposure to over 250,000 attendees along the San Antonio River Walk, with your logo prominently featured on event materials and signage. This vibrant, music-filled celebration not only highlights your commitment to the community but also supports local children's charities through the Texas Cavaliers Charitable Foundation. Align your brand with this cherished Fiesta tradition and make a lasting impact in true San Antonio style.

**\$3,500 | April 20, 2026**

### Sponsorship Benefits:

- Logo placement on all parade and pre-party digital and printed marketing materials.
- Verbal recognition as our Fiesta Cavaliers River Parade Presenting Sponsor during the medal reveal ceremony.
- Opportunity to deliver on-stage remarks at the pre-party.
- Recognition as the Fiesta Cavaliers River Parade & Pre-Party – Presenting Sponsor across SAHCC social media channels and website.
- Opportunity to distribute branded materials during the pre-party.
- Ten (10) tickets to the VIP pre-party for your guests
- Six (6) reserved seats on the official SAHCC river barge at the Texas Cavaliers River Parade. (Additional seats available depending on availability.)
- Recognition in post-event parade and pre-party coverage.
- Post-event access to the registration list for business development purposes.



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