



Texas Heritage Independence Celebration Association

2004 W. Jefferson, Suite 6, Harlingen, Texas 78550
www.happybirthdaytexas.com

THICA is a 501 (c)(3) educational organization

EVENT PARTNERSHIP LEVELS AGREEMENT

Happy Birthday TexasFest 2024 is coming to Harlingen, Texas, on April 12-14, 2024. This event has grown in popularity and has drawn people from all over the Rio Grande Valley and Texas. We are working on the event's lineup and should have the final lineup by March 2024, so please check our website at <http://www.happybirthdaytexas.com>

Founded in 2007, Texas Heritage Independence Celebration Association, Inc. (THICA), is an organization dedicated to preserving and promoting the history of Texas, from the natives who first settled here to the numerous flags that have flown over this great state. THICA endeavors to retell these stories and honor the memory of those who came before us, shaping the Texas we enjoy today.

The three-day event will be held at Harlingen Field, 1216 Fair Park Blvd. THICA in partnership with the City of Harlingen, and help from the Greater Chamber of Harlingen, RGV Hispanic Chamber of Commerce and Harlingen EDC are planning a three-day event for the entire family.

Events include three major Texas Revolution battle reenactments, including Battle of the Alamo, which will be held on Saturday, April 13th, IBCA State-sanctioned BBQ Cook-Off, Texas History Symposium, Area School District Performances, Art Show, folkloric dancers and other cultural and historical activities—over 20 food vendors, including Arts & Crafts and various vendors from all over the Valley. The festival will conclude on Sunday evening with a Fireworks Extravaganza commemorating Texas Independence. Bring your entire family and celebrate Texas history.

THE ALAMO PARTNER — \$20,000

- **Texas Independence Entertainment Sponsor**
- Audio recognition at Entertainment Events
- Free admission to TexasFest 2024
- (4) Sponsorship Banners at Happy Birthday TexasFest 2024
- Media recognition:
 - Newspaper: Local newspapers
 - Social Media: THICA Facebook, City of Harlingen Facebook & THICA Website
- (Logo) recognition on our website home page
- (Logo) recognition in event publication
- Full Page ad and recognition page in magazine publication
- Free three day admission to event and history symposium

SAN JACINTO PARTNER— \$12,000

- **The Alamo 3-D Structure Sponsor**
- Free admission to TexasFest 2024
- (3) Sponsorship Banners at Happy Birthday TexasFest 2024
- Media recognition:
 - Newspaper: Local newspapers
 - Social Media: THICA Facebook, City of Harlingen Facebook & THICA Website
- (Logo) recognition on our website home page
- (Logo) recognition in event publication
- Full Page ad and recognition page in magazine publication
- Free three day admission to event and history symposium

GONZALES PARTNER — \$9,000

- **IBCA State Championship Cook-off Sponsor**
- Free admission to TexasFest 2024
- (2) Sponsorship Banners at Happy Birthday TexasFest 2024
- Media recognition:
 - Newspaper: Local newspapers
 - Social Media: THICA Facebook, City of Harlingen Facebook & THICA Website
- (Logo) recognition on our website home page
- (Logo) recognition in event publication
- Full Page ad and recognition page in magazine publication
- Free three day admission to event and history symposium

GOLIAD PARTNER — \$6,000

- **Battle Reenactments Sponsor**
- Free admission to TexasFest 2024
- (1) Sponsorship Banner at Happy Birthday TexasFest 2024
- Media recognition:
 - Newspaper: Local newspapers
 - Social Media: THICA Facebook, City of Harlingen Facebook & THICA Website
- (Logo) recognition on our website home page
- (Logo) recognition in event publication
- Full Page ad and recognition page in magazine publication
- Free three day admission to event and history symposium

EVENT PARTNERSHIP LEVELS AGREEMENT FORM

The Event Partnership Levels Agreement Form has been reviewed and accepted according to terms.

Name: (Personal) _____

Company Name: _____ Representative: _____

Phone: _____ Email: _____

Partnership Level: _____ Amount Enclosed: \$ _____

Athorization Signature: _____

Please make checks payable to THICA (*Texas Heritage Independence Celebration Association*), attention Federico V. Garza and mail or drop off at 2004 W. Jefferson, Ste, 6, Harlingen, TX 78550.

If you have any questions please contact: Victor Rosas @ 956.367.3448 or Diane Bates @ 956.739.0401

