





# ROYAL JEA

AT THE HERITAGE



SEPTEMBER 20, 2025
EVENT SPONSORSHIP OPPORTUNITY



### THE MCALLEN HERITAGE CENTER

The McAllen Heritage Center, Inc. (MHC) is a nonprofit Corporation. The concise mission statement of the MHC is: Our mission is to provide a place to exhibit and assist in the preservation of documents, papers, pictures, works of art, records, maps, artifacts and writings of historical, traditional or cultural value. The MHC wants to perpetuate and educate about those customs of the people, traditions and folklore, which beautify and enrich the community life of historic McAllen, Texas.

### 2025 COMMITTEE MEMBERS



ELVA M. CERDA,

MCALLEN HERITAGE CENTER,

CO-FOUNDER, EXECUTIVE DIRECTOR



IRMA MURRAY, CHAIR

RIO BANK,

MCALLEN HERITAGE CENTER,

BOARD OF TRUSTEES



REBECCA OLAGUIBEL,
CITY OF MCALLEN



ARLINA CASAS LARSON,
FOOD BANK RGV INC.



KAY JANCIK, O'KAY'S, MCALLEN

### A LOOK BACK AT LAST YEAR

APRIL 20, 2024



















125 ATTENDANCE OVER **50,000**IN DIGITAL & PRINT IMPRESSIONS



## ROYAL JEA

AT THE HERITAGE



We are celebrating the unique history of McAllen in the lovely historic museum building with a very special tea honoring this highly valued tradition and in keeping with our mission to preserve history.

During this extraordinary afternoon, our guests will experience an event filled with excellent, champagne, food, music, décor and delicious tea in a perfect setting.

A silent auction will also be held during the event, which will feature beautiful items donated by our supporters. Please feel free to contact any committee member or call the museum at (956) 681-2861 to inquire about donating.

Don't miss your opportunity to be a part of our second annual event, hosted by the "Royal Tea at the Heritage" committee.

Your sponsorship invitation includes the following:

<u>Event Sponsorship Opportunities Agreement</u> – The McAllen Heritage Center is seeking community and corporate sponsors to support our plans to create and continue to present this event on an annual basis and in an effort to raise funds needed for museum capital improvements and other needs.

Please review this information and submit your response before or by <u>July 11, 2025</u> to insure your place in the "Royal Tea at the Heritage" event to be held on <u>Saturday, September 20, 2025</u>.

We will also be happy to meet with you to answer any questions you may have.





## ROYAL TEA CUP SPONSOR

## \$5000

- Prominent placement recognition in all promotional materials as Presented by (i.e.: news releases, social media, print & digital advertising and television, as applicable.)
- 30-Second Sponsor Highlight Video featuring you as our title sponsor to be shared on all our social channels
- · A reserved table of Ten
- · Logo on event Signage at the venue
- Sponsor Highlight Video will be played on the day of event





## Sponsorship Opportunities





## GOLDEN TEA CUP SPONSOR

\$2,500

- Recognition in all promotional materials as sponsored by (i.e.: news releases, social media, print & digital advertising and television, as applicable.)
- · A reserved table of eight
- · Logo on event Signage at the venue



#### SILVER TEA CUP SPONSOR

\$1,000

- Logo identification on print advertising (i.e.: news releases, social media, print advertising)
- · Four reservations to the event
- Logo on event Signage at the venue



Iponsorship Opportunities





## CHINA TEA CUP SPONSOR \$750

- Company recognition in press releases and our social media pages
- · Two reservations to the event



#### INDIVIDUAL RESERVATIONS

\$75 • One Reservation to the event

## PROMOTION + SOCIAL MEDIA

Promotional efforts will span television, print, and digital.

**Royal Tea at the Heritage** will be covered through photography and video, resulting in robust re-cap content and be utilized to promote our future Royal Tea at the Heritage gatherings.





YES! Sign us up as a	Sponsor for th	ne 2025
"Royal Tea at the He	ritage" event!	
Name:	Company name (as y	you want shown):
Cell:	Address:	
Website:	Email:	
		onsor logo must be submitted on or prior to the deadline in agree and certify that you are authorized to the terms or
Please make your ch	eck payable to: McAllen Heritage Center Inc. an	d mail to the address below.
	ust be emailed by <u>July 31, 2025</u> to: eritagecenter.com or info@mcalleheritagecent	er.com
Acceptance of Term	s:	
BETWEEN THE APPL OR WRITTEN AGREE	ICANT AND THE HIGH TEA AT THE HERITAGE C	DEMBODIES ALL THE AGREEMENTS AND NEGOTIATIONS OMMITTEE, AND NO PRIOR OR CONTEMPORANEOUS ORAL EXECUTION OF THIS AGREEMENT SHALL BE INTERPRETED
	, and that by signing below the Sponsor acc	ent is executed with specific authority to do so on behalf of cepts all the terms, requirements, and conditions of the
Sponsor :	Date:	
Signature By:	Printed:	Title:
	For further information call the m Email: <u>ericaa@mcallenheritagecenter.com</u> or	
	The McAllen Heritage Center Inc. is a not for p	
	Sponsorship funds received on:	Check no.: