

2025 Sponsorship Opportunities

Ken & Betty Borland
Holiday Pageant &
Tower Lighting



Caballeros de Yuma, Inc

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Since 1962, the total monetary funds donated back into the local community through our events, scholarships and sponsorships are:

\$4.1 Million Dollars





Save these Key Dates!

JULY 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JANUARY 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE 2026						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 4th:

Independence
Day Flag Raising
Ceremony

November 14-16th:

Colorado River
Crossing Balloon
Festival

November 29th:

Ken & Betty Borland
Holiday Pageant &
Tower Lighting

January 31st:

Yuma Territorial
Marathon & Half
Marathon

AND

Bull of the Desert
Strongman
Competition

March 5-8th:

Midnight at the
Oasis Car Show



2500+ in Attendance
Reserved Seating Options



Join us the Saturday following Thanksgiving, for Yuma's enchanting event featuring a joyful blend of dance, music and song all set to holiday-themed music. Enjoy a night of lively choreography, choral groups and solo performances just before we invite a very special guest to illuminate the City of Yuma Water Tower.

Admission is canned food item to benefit the less fortunate.

Sponsorships start at \$100!

Ken & Betty Borland Holiday Pageant & Tower Lighting





KEN & BETTY BORLAND HOLIDAY PAGEANT & TOWER LIGHTING

Sponsorship Letter of Intent – November 29, 2025



SANTA Sponsor \$500

- (20) Twenty Reserved Seats
- Option to perform up to (3) three dances during holiday pageant
- Mention in Event Program
- (1) :30 Second PSA in Script
- Option to hand out/promote dance company with flyers to attendees
- (1) One 3x5 Sponsor Banner



RUDOLPH Sponsor \$400

- (15) Fifteen Reserved Seats
- Mention in Event Program
- (1) :15 Second PSA in Script
- Option to hand out/promote dance company with flyers to attendees
- (1) One 3x5 Sponsor Banner



FROSTY Sponsor \$300

- (10) Ten Reserved Seats
- Mention in Event Program
- (1) :15 Second PSA in Script
- Option to hand out/promote dance company with flyers to attendees
- (1) Corrugated Sign at Entry



ELVES Sponsor \$200

- (10) Ten Reserved Seats
- Mention in Event Program
- (1) Corrugated Sign at Entry



CANDY CANE Sponsor \$100

- (5) Five Reserved Seats
- Mention in Event Program
- (1) Corrugated Sign at Entry

PLEASE RETURN THE LETTER OF INTENT TO CABALLEROS DE YUMA OFFICE BY 10/31/2025. THIS HELPS US ENSURE WE WILL HAVE YOUR BANNER/SIGNAGE READY PRIOR TO THE EVENT. THANK YOU.

SPONSORSHIP AMOUNT: \$ _____

PSA IN SCRIPT: ☐ YES ☐ NO
(Select One - Valid on Sponsorships \$300+)

Sponsor Name:

Point of Contact:

Phone:

Email Address:

Billing Address,
City, State, Zip:

Authorized Signature: _____

Today's Date: _____

Interested in our other events?

Partner with us: Elevate YOUR Brand and Impact OUR Community!

**View our other packages available - Let us customize
a solution that ensures and enhances both your
business goals and our community events.**

Platinum Level:

Starting at \$11,650

Gold Level:

Starting at \$8,250

Silver Level:

Starting at \$5,575

Bronze Level:

Starting at 4,700

Copper Level:

Starting at \$2,700

All Discounted Packages include
Event Sponsorship at some level
in the events enclosed in this packet,
except the Independence Day Flag
Raising and Scholarship Programs.

Sponsorship Package Opportunities



Some Sponsorship Levels sell out quick, if interested please let us know ASAP!



Caballeros de Yuma, Inc. – 2025/26 Sponsorship Packages

□ PLATINUM PACKAGE - \$11,650

(Total Package Discount \$1600)

Balloon Sponsor (Valued at \$1,250)

November 14-16, 2025

- 1 Hot Air Balloon Ride for 2 People
(Contingent on favorable weather conditions)
- 2 Tickets Each to Friday's Pilot Meet & Greet, Saturday's Pilot/Sponsor Dinner & Sunday's Awards Brunch
- 2 Official T-Shirts
- Balloon Basket Sponsor Banner
- Commemorative Gift

Holiday Pageant Sponsor (Valued at \$500)

November 29, 2025

- Includes 20 Reserved Seats
- Opportunity to hand out holiday themed promotional items at entrance
- :30 Second PSA in script
- Mention in Official Program
- 3' x 5' Sponsor Banner

Marathon Sponsor (Valued at \$1,000)

January 31, 2026

- Includes 5 Race Entries
(Up to 10 Additional Race Entries at \$25 each)
- Company Logo on Entrant Shirts
- Booth space at Friday Registration Area and Saturday Finish Line Area
- 3' x 5' Sponsor Banner

Strongman Sponsor (Valued at \$3,000)

January 31, 2026

- Apparatus Naming Rights
- 4 Official T-Shirts
- Booth Space at Prominent Location
- Logo on Official Website
- 3' x 5' Sponsor Banner
- Placement of one form of advertising and/or promo item in entrant packet

MATO Sponsor (Valued at \$7,500)

March 5-8, 2026

- 10 MATO T-Shirts & Hats
- 20 Sponsor Badges
- 100 Concert Tickets valid after 4pm
- 300 Daily Admit Tickets valid before 4pm
- 10 VIP Oasis Tickets, 5 VIP Parking
- 20'x20' Booth Space
- Digital Billboard, Logo rotates 7x>L1
- 4'x10' Banner

□ GOLD PACKAGE – \$8,250

(Total Package Discount \$900)

Balloon Sponsor (Valued at \$1,250)

November 14-16, 2025

- 1 Hot Air Balloon Ride for 2 People
(Contingent on favorable weather conditions)
- 2 Tickets Each to Friday's Pilot Meet & Greet, Saturday's Pilot/Sponsor Dinner & Sunday's Awards Brunch
- 2 Official T-Shirts
- Balloon Basket Sponsor Banner
- Commemorative Gift

Holiday Pageant Sponsor (Valued at \$400)

November 29, 2025

- Includes 15 Reserved Seats
- Opportunity to hand out holiday themed promotional items at entrance
- Mention in Official Program
- 3' x 5' Sponsor Banner

Marathon Sponsor (Valued at \$1,000)

January 31, 2026

- Includes 5 Race Entries
(Up to 10 Additional Race Entries at \$25 each)
- Company Logo on Entrant Shirts
- Booth space at Friday Registration Area and Saturday Finish Line Area

Strongman Sponsor (Valued at \$1,500)

January 31, 2026

- 4 Official T-Shirts
- Booth Space at Prominent Location
- Logo on Official Website
- 2' x 5' Sponsor Banner
- Placement of one form of advertising and/or promotional item in competitor's packet

MATO Sponsor (Valued at \$5,000)

March 5-8, 2026

- 8 MATO T-Shirts & Hats
- 16 Sponsor Badges
- 80 Concert Tickets valid after 4pm
- 250 Daily Admit Tickets valid before 4pm
- 6 VIP Oasis Tickets, 3 VIP Parking
- 20'x20' Booth Space
- Digital Billboard, Logo rotates 6x>L1
- 4'x10' Banner

□ SILVER PACKAGE – \$5,575

(Total Package Discount \$475)

Balloon Sponsor (Valued at \$1,250)

November 14-16, 2025

- 1 Hot Air Balloon Ride for 2 People
(Contingent on favorable weather conditions)
- 2 Tickets Each to Friday's Pilot Meet & Greet, Saturday's Pilot/Sponsor Dinner & Sunday's Awards Brunch
- 2 Official T-Shirts
- Balloon Basket Sponsor Banner
- Commemorative Gift

Holiday Pageant Sponsor (Valued at \$300)

November 29, 2025

- Includes 10 Reserved Seats
- Opportunity to hand out holiday themed promotional items at entrance
- Mention in Official Program
- Sponsorship Corrugated Sign

Marathon Sponsor (Valued at \$500)

January 31, 2026

- Includes 2 Race Entries
- Company Logo on Entrant Shirts
- Booth space at Friday Registration Area and Saturday Finish Line Area

Strongman Sponsor (Valued at \$1,000)

January 31, 2026

- 2 Official T-Shirts
- Booth Space at Prominent Location
- Logo on Official Website
- 2' x 5' Sponsor Banner

MATO Sponsor (Valued at \$3,000)

March 5-8, 2026

- 4 MATO T-Shirts & Hats
- 8 Sponsor Badges
- 60 Concert Tickets valid after 4pm
- 125 Daily Admit Tickets valid before 4pm
- 4 VIP Oasis Tickets, 2 VIP Parking
- 20'x20' Booth Space
- Digital Billboard, Logo rotates 5x>L1
- 4'x5' Banner



Caballeros de Yuma, Inc. – 2025/26 Sponsorship Packages

☐ BRONZE PACKAGE – \$4,700

(Total Package Discount \$250)

Balloon Sponsor (Valued at \$1,250)

November 14-16, 2025

- 1 Hot Air Balloon Ride for 2 People
(Contingent on favorable weather conditions)
- 2 Tickets Each to Friday's Pilot Meet & Greet, Saturday's Pilot/Sponsor Dinner & Sunday's Awards Brunch
- 2 Official T-Shirts
- Balloon Basket Sponsor Banner
- Commemorative Gift

Holiday Pageant Sponsor (Valued at \$200)

November 29, 2025

- Includes 10 Reserved Seats
- Mention in Official Program
- Sponsorship Corrugated Sign

Marathon Sponsor (Valued at \$500)

January 31, 2026

- Includes 2 Race Entries
- Company Logo on Entrant Shirts
- Booth space at Friday Registration Area and Saturday Finish Line Area

Strongman Sponsor (Valued at \$500)

January 31, 2026

- 1 Official T-Shirts
- Booth Space at Prominent Location
- 2' x 5' Sponsor Banner

MATO Sponsor (Valued at \$2,500)

March 5-8, 2026

- 4 MATO T-Shirts & Hats
- 8 Sponsor Badges
- 60 Concert Tickets valid after 4pm
- 125 Daily Admit Tickets valid before 4pm
- 20'x20' Booth Space
- Digital Billboard, Logo rotates 4x>L1
- 4'x5' Banner

☐ COPPER PACKAGE – \$2,700

(Total Package Discount \$150)

Balloon Sponsor (Valued at \$1,250)

November 14-16, 2025

- 1 Hot Air Balloon Ride for 2 People
(Contingent on favorable weather conditions)
- 2 Tickets Each to Friday's Pilot Meet & Greet, Saturday's Pilot/Sponsor Dinner & Sunday's Awards Brunch
- 2 Official T-Shirts
- Balloon Basket Sponsor Banner
- Commemorative Gift

Holiday Pageant Sponsor (Valued at \$100)

November 29, 2025

- Includes 5 Reserved Seats
- Mention in Official Program
- Sponsorship Corrugated Sign

Marathon Sponsor (Valued at \$250)

January 31, 2026

- Includes 1 Race Entry
- Company Logo on Entrant Shirts

Strongman Sponsor (Valued at \$250)

January 31, 2026

- 1 Official T-Shirts
- 2' x 5' Sponsor Banner

MATO Sponsor (Valued at \$1,000)

March 5-8, 2026

- 4 MATO T-Shirts & Hats
- 4 Sponsor Badges
- 40 Concert Tickets valid after 4pm
- 50 Daily Admit Tickets valid before 4pm
- Digital Billboard, Logo rotates 3x>L1
- 3'x5' Banner

PLEASE RETURN LETTER OF INTENT TO CABALLEROS DE YUMA ASAP. THIS HELPS US ENSURE WE WILL HAVE YOUR BANNER AND T-SHIRTS READY PRIOR TO ALL EVENTS. THANK YOU.

Sponsor Name:

Point of Contact:

Phone:

Email Address:

Billing Address:

Authorized Signature: _____

Today's Date: _____

Community Impact

We are pleased to share the details of recent donations made on behalf of the Caballeros de Yuma. Your support continues to make a significant impact!

<i>Amberly's Place</i>	<i>Red, White & Blue Team</i>
<i>Aquaforce Swim Team</i>	<i>Salvation Army</i>
<i>Back to School Rodeo</i>	<i>San Luis HS Law & Public Safety</i>
<i>Ballet Yuma</i>	<i>USBP Explorer Post 8246</i>
<i>Children's Museum of Yuma County</i>	<i>Vista HS HOSA</i>
<i>Cibola HS Band Boosters</i>	<i>XI Zeta Sorority</i>
<i>Cibola HS Culinary Arts</i>	<i>York Rite Bodies of Yuma</i>
<i>Cibola HS Girls Soccer</i>	<i>Yuma Blaze Hockey</i>
<i>Cibola HS Interact Rotary Club</i>	<i>Yuma Catholic HS Choir</i>
<i>Desert Sonora Elementary School</i>	<i>Yuma Catholic HS Interact Rotary Club</i>
<i>Fort Yuma Rotary Club, Inc.</i>	<i>Yuma Child Burn Camp</i>
<i>Gila Barn Busters</i>	<i>Yuma County Anti-Drug Coalition</i>
<i>Gila Ridge HS Band Boosters</i>	<i>Yuma County Sheriff's Posse</i>
<i>Gila Ridge HS Boys Soccer</i>	<i>Yuma County Sheriff's Volunteers</i>
<i>Gila Ridge HS Cheer Booster Club</i>	<i>Yuma Fire Department</i>
<i>Gila Ridge HS Dance Booster Club</i>	<i>Yuma HS Band Boosters</i>
<i>Gila Ridge HS Wrestling Booster Club</i>	<i>Yuma HS Boys Soccer Booster Club</i>
<i>IPAC MCAS Yuma</i>	<i>Yuma HS Ladies Soccer Booster Club</i>
<i>Kofa HS BioScience Club</i>	<i>Yuma Moo's 4H Club</i>
<i>Kofa HS Culinary Arts</i>	<i>Yuma Orchestra Association</i>
<i>Kofa HS Royalty Cheer Booster Club</i>	<i>Yuma Sunrise Rotary Club</i>
<i>Matador Athletic Association</i>	<i>Yuma Territorial Lodge #17</i>
<i>NAHN Angeles de Desierto - Yuma</i>	<i>Yuma Youth Hockey League, Inc.</i>

Beyond the direct donations made on behalf of the Caballeros de Yuma, Inc, the conservative economic benefit to the local community has surpassed \$35 Million Dollars when factoring in goods, services and hospitality since 1962.



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