# Sponsorship Opportunities

Midnight at the Oasis Classic Car Show & Festival



# Caballeros de Numa, Inc

PO Box 5987 - Yuma, AZ 85366 180 W. 1st Street, Suite B - Yuma, AZ 85364 Phone: 928-343-1715 • Fax: 928-783-1609

Website: <a href="www.caballeros.org">www.caballeros.org</a>
Email: <a href="mailto:marisa@caballeros.org">marisa@caballeros.org</a>
• Alt Email: <a href="mailto:info@caballeros.org">info@caballeros.org</a>



# Who are the Caballeros?

Since our establishment in 1962, the Caballeros de Yuma has played a significant role in shaping our community. The initial purpose of the organization was formed for greeting groups and VIPs who visited Yuma (AZ) County. A second purpose was to sponsor special events, which publicized and attracted visitors to the City and County of Yuma. From those humble beginnings, the Caballeros have grown to almost a hundred strong – all local businessmen who work voluntarily without pay. We have witnessed the evolution of Yuma, and our events have become a hallmark of the Southwest, attracting visitors from far and wide. We've welcomed visitors, ignited excitement, and created unforgettable moments that put Yuma on the map. We are dedicated to making a positive impact in the lives of others. Through acts of kindness and selflessness, we enrich the lives of those around us. We take great pride in Yuma's rich culture. We celebrate our roots and work to preserve and promote our unique traditions. We believe in the power of collaboration. By partnering with local organizations, businesses, and individuals, we amplify our impact and accomplish great things together. Join us in celebrating our growth and the boundless possibilities ahead to make Yuma and Yuma County a better place to live.

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				202	5
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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## 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





Rally on Main!



Live Music!



950+ Classic Cans!



Cantina Concerts!



## Midmight at the Oasis

## Classic Can Show!

Join us for Yuma's largest and most anticipated event of the year, held annually on the first full weekend in March featuring 4 days of stunning classic cars, live music and a variety of activities. Don't miss your chance to experience the biggest and best classic car show in town, where automotive passion and community spirit come together for an unforgettable weekend!

> Rally on Main Street: Thursday Kick-Off Event Attended by 3k+

Official MATO Event: 55k+ in Attendance

Activities: Classic Car Show, Kid Zone, Vendors Galore, Food Court & Family Fun!

> Sponsonship Levels stant as low as \$250!



## 2026 Midnight at the Oasis - Sponsorship Levels

Presented by: Caballeros de Yuma, Inc (Effective May 2025)

## **☐** STAGE L14-\$15,000

(1 Available, Banner Across Main Stage)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 120 Concert Tickets (Valid after 4pm)
- 350 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4' x 10' Traditional Banner
- Logo on Digital Board (Rotates 7x>L1)

## **LANYARD L13-\$12,000**

(1 Available, Logo on All Lanyards)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 110 Concert Tickets (Valid after 4pm)
- 350 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4' x 10' Traditional Banner
- Logo on Digital Board (Rotates 7x>L1)

## VIDEO L12-\$10,000

(1 Available, Banner Across Video Board)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 100 Concert Tickets (Valid after 4pm)
- 350 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4' x 10' Traditional Banner
- Logo on Digital Board (Rotates 7x>L1)

## **CANTINA L11-\$8,000**

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 90 Concert Tickets (Valid after 4pm)
- 300 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4'x10' Standard Banner
- Logo on Digital Board (Rotates 7x>L1)

## ☐ VIP OASIS L10-\$8,000

(1 Available, Banner in VIP Areas)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 90 Concert Tickets (Valid after 4pm)
- 300 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4'x10' Standard Banner
- Logo on Digital Board (Rotates 7x>L1)

## **BADGE L9-\$8,000**

(1 Available, Logo on Badges except VIP)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 90 Concert Tickets (Valid after 4pm)
- 300 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4'x10' Standard Banner
- Logo on Digital Board (Rotates 7x>L1)

## **CUP L8-\$8,000**

(1 Available, Logo on Beer Cups)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 90 Concert Tickets (Valid after 4pm)
- 300 Daytime Tickets (Valid before 4pm)
- 12 VIP Badges & 6 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of official MATO Logo
- 4'x10' Standard Banner
- Logo on Digital Board (Rotates 7x>L1)

## OASIS L7-\$7,500

(Unlimited Sponsors Available)

- 10 MATO T-Shirts & 10 MATO Hats
- 20 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 90 Concert Tickets (Valid after 4pm)
- 300 Daytime Tickets (Valid before 4pm)
- 10 VIP Badges & 5 VIP Parking Passes
- 20 x 20 Booth Space in Prime Location
- Newspaper, Website & Social Media inclusion & Use of MATO Logo
- 4'x10' Standard Banner
- Logo on Digital Board (Rotates 7x>L1)

## MIRAGE L6-\$5,000

(Unlimited Sponsors Available)

- 8 MATO T-Shirts & 8 MATO Hats
- 16 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch & Sunday Brunch)
- 80 Concert Tickets (Valid after 4pm)
- 250 Day Tickets (Valid before 4pm)
- 6 VIP Badges, 3 VIP Parking Passes
- 20 x 20 Booth Space
- Newspaper, Website & Social Media inclusion & Use of MATO Logo
- 4' x 10' Standard Banner
- Logo on Digital Board (Rotates 6x>L1)

Sponsor Levels - Continued...

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# 2026 Midnight at the Oasis - Sponsorship Levels Presented by: Caballeros de Yuma, Inc (Effective May 2025)

PALMS L5-\$3,000 (Unlimited Sponsors Available)		N L4-\$2,500 ponsors Available)	SAHARA L3-\$1,000 (Unlimited Sponsors Available)
<ul> <li>4 MATO T-Shirts &amp; 4 MATO Hats</li> <li>8 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch &amp; Sunday Brunch)</li> <li>60 Concert Tickets (Valid after 4pm)</li> <li>125 Day Tickets (Valid before 4pm)</li> <li>4 VIP Badges, 2 VIP Parking Passes</li> <li>20 x 20 Booth Space</li> <li>Newspaper, Website &amp; Social Media inclusion &amp; Use of MATO Logo</li> <li>4' x 5' Standard Banner</li> <li>Logo on Digital Board (Rotates 5x&gt;L1)</li> </ul>	<ul> <li>4 MATO T-Shirts &amp; 4 MATO Hats</li> <li>8 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch &amp; Sunday Brunch)</li> <li>60 Concert Tickets (Valid after 4pm)</li> <li>125 Day Tickets (Valid before 4pm)</li> <li>20 x 20 Booth Space</li> <li>Newspaper, Website &amp; Social Media inclusion &amp; Use of MATO Logo</li> <li>4' x 5' Standard Banner</li> <li>Logo on Digital Board (Rotates 4x&gt;L1)</li> </ul>		<ul> <li>4 MATO T-Shirts &amp; 4 MATO Hats</li> <li>4 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunand Sunday Brunch)</li> <li>40 Concert Tickets (Valid after 4pm)</li> <li>50 Day Tickets (Valid before 4pm)</li> <li>Newspaper, Website &amp; Social Media inclusion &amp; Use of MATO Logo</li> <li>3' x 5' Standard Banner</li> <li>Logo on Digital Board (Rotates 3x&gt;L1)</li> </ul>
☐ DUNES L2-\$500		SANDS L1-\$250 (Unlimited Sponsors Available)	
		<ul> <li>1 MATO T-Shirt</li> <li>2 Sponsor Badges (Admits one to all events plus Friday Dinner, Saturday Lunch and Sunday Brunch)</li> <li>8 Concert Tickets (Valid after 4pm)</li> <li>12 Day Tickets (Valid before 4pm)</li> <li>Newspaper, Website &amp; Social Media inclusion &amp; Use of Official MATO Logo</li> <li>2' x 5' Standard Banner</li> <li>Logo on Digital Board</li> </ul> COS DE YUMA OFFICE BY 1/31/2026. THIS HELPS UHIRTS READY PRIOR TO THE EVENT. THANK YOU. on Sponsorships \$2,500+ Only) ELECTRICAL NEEDED: YES NO	
	Ш		
Sponsor Name:			
Point of Contact:		Pho	one:
Email Address:			
Billing Address:			
Authorized Signature:		To	oday's Date:

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## 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

Silven 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, 9nc. - 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

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## Caballeros de Yuma, 9nc. - 2025/26 Sponsorship Packages

	<b>BRONZE</b>	PACKAGE -	- \$4,700
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(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: \_\_\_\_\_

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# 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!

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

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.



# Caballeros de Juma, Inc

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