






# 2024 REY FEO

**SCHOLARSHIP FOUNDATION  
ANNUAL SPONSORSHIP  
OPPORTUNITIES**

 [reyfeoscholarship.com](http://reyfeoscholarship.com)

 210-403-9001

 Rey Feo Scholarship Foundation  
626 Avenue E  
San Antonio, TX 78215

# REY FEO SCHOLARSHIP FOUNDATION

Education is the Great Equalizer




## REY FEO SCHOLARSHIP FOUNDATION GIVES BACK TO S.A.

Since 1984, the Rey Feo program, a 501(c)(3) non-profit organization, has

- Awarded over **\$9 million** in scholarships
- Helped **4,000 students** in San Antonio and surrounding areas
- Provided \$2,000 for **books and tuition to more than 200 students** annually

The demand for scholarships continues to grow with over 600 applications received yearly. The Rey Feo's primary function is to raise funds for the Rey Feo Scholarship Foundation. Each year, two prominent businessmen are selected to compete for the Rey Feo title by raising funds, with the highest fundraiser declared Rey Feo and the runner-up serving as the crown designate for the following year.

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# Super Hero River Parade: A Celebration of Heroism and Community

San Antonio's iconic River Walk transforms into a vibrant, action-packed spectacle each year with the Super Hero River Parade. This exciting event, held every spring, draws thousands of locals and visitors alike to celebrate heroism, creativity, and community spirit along the scenic San Antonio River.

## A Parade Like No Other

The Super Hero River Parade stands out from other parades with its unique setting and thrilling theme. Dozens of elaborately decorated floats glide along the river, each featuring popular superheroes from comics, movies, and TV shows. From Spider-Man to Wonder Woman, the floats showcase meticulously crafted designs that bring these beloved characters to life. Participants don colorful costumes, adding to the festive atmosphere and delighting spectators of all ages.

## Honoring Everyday Heroes

Beyond the fantastical elements, the Super Hero River Parade also honors real-life heroes. The event highlights local heroes such as firefighters, police officers, healthcare workers, and educators, acknowledging their dedication and contributions to the community. Special floats are dedicated to these everyday heroes, providing them with a well-deserved moment in the spotlight.

## Family-Friendly Fun

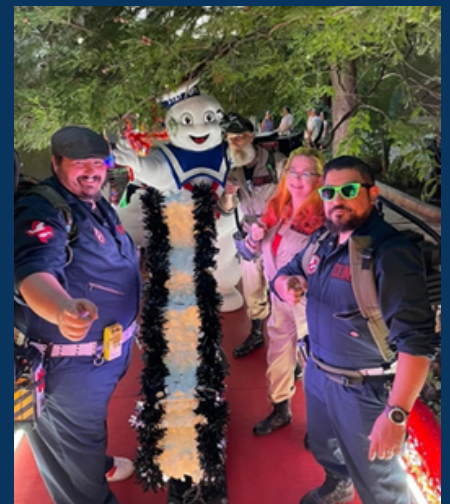
The parade is a family-friendly event, offering activities and entertainment for all ages. Before the parade begins, children can enjoy face painting, superhero-themed crafts, and interactive games. Food stalls and vendors line the River Walk, offering a variety of treats and souvenirs. The festive atmosphere is contagious, with live music and street performers adding to the excitement.

## Community Engagement and Support

The Super Hero River Parade also serves as a platform for community engagement and support. Local businesses and organizations participate by sponsoring floats and activities, while volunteers help ensure the event runs smoothly. Additionally, the parade often partners with charities and non-profits, raising awareness and funds for important causes.

## A Tradition of Creativity and Inspiration

Since its inception, the Super Hero River Parade has become a beloved tradition in San Antonio. It not only showcases the creativity and dedication of float designers and participants but also inspires spectators to embrace their inner hero. The parade fosters a sense of community pride and unity, reminding everyone that heroism comes in many forms.






# What We Do?


## Looking Forward

As the Super Hero River Parade continues to grow in popularity, organizers are constantly looking for new ways to enhance the experience. Plans for future parades include even more interactive elements, diverse superhero representations, and expanded community involvement. The goal is to make each year's parade bigger, better, and more inclusive than ever before.

The Super Hero River Parade is a testament to San Antonio's vibrant culture and community spirit. It brings together people of all ages to celebrate heroism, both fictional and real, in a fun and engaging way. Whether you're a lifelong comic book fan or simply looking for a delightful day out, the Super Hero River Parade offers something for everyone. So don your cape, bring your family, and join in the festivities along the picturesque San Antonio River Walk.

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the CW35  
WOM 4.2 - SAN ANTONIO

BUY ONE  
GET ONE CHILD  
UNDER 12  
FREE!

LIVE ENTERTAINMENT!

FOOD • FUN  
BEVERAGES  
BEER • WINE

REY FEO  
SUPERHERO  
RIVER PARADE

CAMPAIGNING FOR  
SCHOLARSHIPS!  
REY FEO  
SCHOLARSHIP  
IS A \$01C3

# Saturday, September 28th

## RIVER PARADE SPONSORSHIPS

### Title Sponsor

(1 Available)

- Logo featured **on every barge televised on CW35**  
(Estimated viewership 40,000)
- A **Reserved VIP Box** during the parade in September
- **Business commercial/promo video** during the broadcast
- **Up to 4 riders** during the parade
- **Logo in all RFSF** print materials
- **Top placement of logo** with link on RFSF website
- **RFSF social media advertisement**
- Feature in **RFSF scholarship/Fiesta magazine**
- **Rey Feo visit to your business**
- 6 seats at the **Rey Feo Crowning Ceremony**
- 6 tickets to the **Rey Feo Crowning Celebration**
- Reserved **VIP box for the Rey Feo River Parade** for Education in October
- **Logo on step and repeat with RFSF during the Rey Feo River Parade**
- **Business logo on scholarship certificates** presented to each student during the Awards Luncheon in August (25 scholarships)
- Complete set of current RF court medals
- **Reserved VIP box for the Rey Feo River Parade** for Education in September

**Cost of Package: \$50,000**

Package Value: \$150,000

Event Proposal

# RIVER PARADE SPONSORSHIPS

## Patron Sponsor

- **Business logo on float televised on CW35**
- **Up to 4 riders during the parade**
- **Logo in all RFSF print materials**
- **Business logo placement on RFSF website** with link
- **RFSF social media advertisement**
- **Feature in RFSF scholarship/Fiesta magazine**
- **4 seats at the Rey Feo Crowning Ceremony**
- **4 tickets to the Rey Feo Crowning Celebration**
- **Reserved VIP box for the Rey Feo River Parade** for Education in September

**Cost of Package: \$15,000**

Package Value: \$40,000

# RIVER PARADE SPONSORSHIPS

## Costume Contest Sponsor

Join us in celebrating the creativity and spirit of San Antonio's youngest heroes by sponsoring the Super Hero Costume Contest at the Rey Feo River Parade.

### Sponsorship Benefits:

- **Prime Visibility:** Your company's logo will be prominently displayed on contest materials and banners
- **Exclusive Recognition:** You will be mentioned as a key sponsor during the parade and the broadcast, social media campaigns
- **Exclusive Prize** presentation and accompany the winner on the float
- **VIP Access:** Your company will receive exclusive VIP seating and access, providing excellent networking opportunities with community leaders and influencers.
- **Community Engagement:** Demonstrate your commitment to the local community by supporting an event that celebrates the creativity and talent of San Antonio's children.

**Cost of Package: \$7,000**

Package Value: \$30,000

# RIVER PARADE SPONSORSHIPS

## Honor Sponsor

- Business logo on float **televised on CW35**
- Up to **4 riders during the parade**
- **Logo in all** RFSF print materials
- **Business logo placement** with on RFSF website link
- 2 seats at the **Rey Feo Crowning Ceremony**
- 2 tickets to the **Rey Feo Crowning Celebration**
- **Reserved seating for the Rey Feo River Parade** for Education in September

**Cost of Package: \$10,000**

Package Value: \$32,000

## Friend Sponsor

- Business logo on float **televised on CW35**
- Up to **4 riders during the parade**

**Cost of Package: \$5,000**

Package Value: \$25,000



# RIVER PARADE SPONSORSHIPS

## In-Kind Donations

- RFSF welcomes donors of all types to be sponsors. If you would like to donate goods and services, please contact the Rey Feo Scholarship Foundation office at 210-403-9001. Your assistance is not only valued but needed. We thank you for your assistance in helping RFSF succeed!



# WHY WE DO IT

The Rey Feo Scholarship Foundation is an esteemed organization that bestows Royalty status upon its Rey Feo, who joins other Fiesta Royalty, including the Feria de las Flores Queen, in riding in all four major Fiesta parades. This grand annual event, held every April, spans 10 days and commemorates the heroes of the Alamo and the Battle of San Jacinto.

Since its inception in 1984, the Rey Feo program, a 501(c)(3) non-profit organization, has raised over \$9 million in scholarship funds, benefiting more than 4,000 students in San Antonio and surrounding areas. Each year, over 200 students receive \$2,000 each for books and tuition, selected from more than 600 applications—a number that continues to grow.

The primary mission of the Rey Feo is to generate funds for the Rey Feo Scholarship Foundation. Annually, the RFS Foundation, along with the Consejo Real de Reyes Feos Anteriores (comprising former Rey Feos), selects two prominent businessmen to vie for the prestigious "Rey Feo" title. These candidates join the Fiesta Week Royalty in San Antonio during the third week of April.

The candidate who raises the most money from May to October during the Feria de las Flores event is crowned the next year's Rey Feo, while the runner-up becomes the crown designate for the following year.

Typically, over 60 high schools participate in this program. In Fall 2017, 49 high schools in Region 20 had 111 awardees who attended 35 different colleges and universities across the United States, pursuing 41 distinct majors. Many of these scholars are first-generation college students from single-parent, low-income households.

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# NEXT STEPS

Getting involved with the Super Heroes River Parade is a fantastic way to contribute to a vibrant community event while gaining visibility for your organization. As a sponsor, you have multiple opportunities to support the parade and its mission of celebrating and empowering local heroes.

Sponsorship levels range from Title Sponsor to Friend of the Foundation, each offering unique benefits such as logo placements on televised barges, social media promotion, and participation in the parade itself. Additionally, you can support through in-kind contributions, providing goods and services essential for the parade's success. To become a sponsor, contact the Rey Feo Scholarship Foundation office at 210-403-9001 for more details on available sponsorship packages and how your involvement can make a significant impact on the community. Your support not only enhances the parade experience but also helps raise essential funds for scholarships, contributing to the educational advancement of deserving students.



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