



Sesquicentennial

Celebrating 150 Years of Cuero

A Years' Worth in 2023

Dear Incredible Citizens and Business Owners of Cuero,

It is time to celebrate Cuero and all of her glory for reaching the age of 150! Not only is it time to think of the history of our founding fathers, but of the history you make each and everyday. History is just the last second that has passed.

Celebrations have been planned throughout 2023 to commemorate the joyous occasion of Cuero's 150th Anniversary. Enclosed you will find the list of events. If you would like to become a Sesquicentennial Community Sponsor, see the enclosed sponsor form. Anyone wanting to add their event in honor of the 150th Anniversary can be added to our event list. The Main Event will be at the Downtown Market Pavilion on **March 25, 2023**, in coordination with Downtown Farmers Market on Main. The day will consist of a car show, a host of local entertainment, and ending with a free street dance with Jarrod Birmingham.

WE HOPE YOU WILL CONSIDER SPONSORING CUERO'S SESQUICENTENNIAL AS AN EFFECTIVE WAY TO SPEND A PORTION OF YOUR ADVERTISING DOLLARS.

Please support this Grand Celebration of Cuero by completing the commitment form and returning it to the City of Cuero, P.O. Box 660, Cuero, TX 77954 Attn: City Finance. Payment can be sent with the form and 150th Celebration in the memo, or you may request an invoice. On behalf of the City of Cuero, the Mayor and City Council, we sincerely thank you for your support, consideration, and contributions in advance. For questions, please call 361-485-8090.

Wishing you great blessings with abounding appreciation,

Amber Fitts Jones, Museum Manager

Cuero Heritage Museum/Pharmacy & Medical Museum of Texas

In the Beginning...

On April 12, 1871, residents of Indianola petitioned to bring a railroad from the Town of Victoria to a point on the east side of the Guadalupe River at a distance no greater than 3 miles from Clinton Ferry to be called Cuero. By December of 1871, The Cuero Land & Immigration Company was formed and Cuero was born. The City of Cuero was officially chartered by the State of Texas on April 23, 1873 when the Home Rule Charter was adopted. Growth and prosperity abounded in this newly created town. In just 3 short years, Cuero became the county seat, which in prior years had flip flopped between Cameron and Clinton.





Sesquicentennial

Community Sponsorship Opportunities



SPONSORSHIP LEVELS:

Pioneers \$5,000+:

- ◆ \$5,000+ Sponsorship provides customized signage with full size company logo at all Star Events★
- ◆ Recognition with Company Logo on all printed materials and advertisements
- ◆ Acknowledgment on all media segments
- ◆ Digital, social media, and website landing page acknowledgment
- ◆ Acknowledgment introductions on stage

Trail Drivers \$2,500-\$4,999:

- ◆ \$2500 - \$4,999 Sponsorship provides customized signage with 1/2 size company logo at all Star Events★
- ◆ Recognition with 1/2 size Logo on all printed materials and advertisements
- ◆ Acknowledgment on all media segments
- ◆ Digital, social media, and website landing page acknowledgment
- ◆ Acknowledgment introductions on stage

Conductors \$1,000-\$2,499:

- ◆ \$1000-\$2,499 – Sponsorship provides customized signage with ¼ logo at all Star Events★
- ◆ Recognition with ¼ size logo on all printed materials and advertisements
- ◆ Digital, social media and website landing page acknowledgment

Gobblers \$500-\$999:

- ◆ \$500-\$999 – Sponsorship provides customized signage with small logo at all Star Events★
- ◆ Recognition with small size logo on all printed materials and advertisements
- ◆ Digital, social media and website landing page acknowledgment

King Cotton \$100-\$499:

- ◆ \$100-\$499 – Sponsorship provides customized signage with name of business at all Star Events★
- ◆ Recognition with name on all printed materials and advertisements
- ◆ Digital, social media and website landing page acknowledgment

Friends of Cuero \$1 to \$99:

- ◆ \$1-\$99 – Sponsorship provides name listed on printed materials and advertisements
- ◆ Digital, social media and landing page acknowledgment

***** All Sponsors will be recognized after event in appreciation on printed advertisement, digital and social media.**

The City of Cuero is a subdivision of the State of Texas, and as such, is a tax exempt organization under Section 170(c)(1) of the Internal Revenue Service rules, and accordingly, contributions made to the City of public purposes are tax deductible. The donor should consult with their tax adviser to determine any limitation in their tax deduction based on specific tax situations.

Send to the City of Cuero, P.O. Box 660, Cuero, TX 77954, Attn: Finance, Cuero's 150th by January 20, 2023



Sesquicentennial Sponsorship Form

MAIN EVENT

★ **SATURDAY, MARCH 25, 2023** ★

Event	Entertainment
★ Downtown Market On Main & Car Show (Morning)	DJ Tony - 50s & 60s Music Wear Your Poodle Skirt! Downtown Market Pavilion - 207 E. Main & 100 Block of East Main
★ Music by Local Artists (Afternoon)	Rusty Steins Mitchell Crain Devyn Whittington Under the Downtown Market Pavilion - 207 E. Main
★ Free Street Dance 7:00 PM	Jarrold Birmingham East Gonzales Street, Next to the Downtown Market Pavilion - 207 E. Main Food Trucks & 5D Travelin' Tavern

See the Back for More Events in 2023!

In-Kind Advertising or Other Material Donations are Welcome and Appreciated!

Company Name: _____

Contact Address: _____

Contact Email & Phone: _____

*Please mail form to City of Cuero, P.O. Box 660, Cuero, TX 77954, Attn: Finance: Cuero's 150th.

Email Company Logo to afitts@cityofcuero.com for advertisement - **Checks Payable to the City of Cuero**

Mail forms by January 20, 2023

Sponsorship Level: _____ Amount: _____

Month	Event
February 4 Saturday ★ Black History Month	Brent Jones Presentation on Leonard Roy Harmon at Clubhouse with Cuero Heritage Museum Black History Month Exhibit - Cuero Municipal Park: Leonard Roy Harmon Historical Marker
March 2 Thursday ★	Grand Opening of The Founding of Cuero & The Railroad Exhibit - Richard B. McCaslin, Ph.D, TSHA - Book Signing - Cuero Heritage Museum - 124 E. Church Street - Refreshments Served
March 2 Thursday ★	Time Capsule Burial Ceremony & Reading of Cuero's 150th Anniversary Proclamation: Behind the Gazebo Between the Cuero Municipal Library & the Fire Station - 207 E. Main
March 2 Thursday ★	Speaker Richard B. McCaslin, Ph.D, TSHA Endowed Professor of Texas History - Cuero Municipal Library - 207 E. Main - Refreshments Served
March 25 Saturday (See Main Event on Front of this Page)	
April 22 Saturday	Downtown Farmers Market on Main & Wildflower Trolley Tours - Downtown Market Pavilion - 207 E. Main - Trolley - Sponsored by Cuero Chamber of Commerce & Agriculture <i>* See the Cuero Chamber of Commerce & Agriculture for Sponsorship</i>
May 12 Friday	Hospital Week Street Dance with The Emotions - Downtown Market Pavilion 207 E. Main - Sponsored by Cuero Regional Hospital <i>* See the Cuero Regional Hospital for Sponsorship</i>
May 17 Wednesday ★	Coffee with the Mayor hosting Speaker Dr. Cynthia Orozco - Cuero Municipal Library 207 E. Main
May 27 Saturday ★	Downtown Farmers Market on Main - Mariachi Melodias de Mexico from San Antonio Downtown Market Pavilion - 207 E. Main
June 2 Friday ★ Art Month	Movie <i>"The Alamo"</i> at the Cuero Municipal Park Knoll
July 4th Tuesday ★	Expanded Fireworks Show at the Cuero Municipal Park, Old-time Fourth of July Celebration - Cuero Municipal Park
July 22 Saturday	Ruby Begonia Selection - Downtown Market Pavilion - 207 E. Main - Sponsored by Cuero Turkeyfest Association <i>* See the Cuero Turkeyfest Association for Sponsorship</i>
September 14 Thursday ★ Hispanic Heritage Month	Coffee with the Mayor Reading of the Proclamation in Honor of Hispanic Heritage Month - Cuero Municipal Library - 207 E. Main - with Cuero Heritage Museum Hispanic Heritage Exhibit
September 8 Friday	Cuero Gobbler 1973 Football Team 50 Year Anniversary Reunion - Proclamation Read at City or at Football Game - To Be Determined <i>* See Cuero Heritage Museum for Sponsorship</i>
September 23 Saturday ★	Grand Opening of Pharmacy & Medical Museum of Texas Upstairs - 114 E. Main - Dr. E. T. Bushrod Medicine Show - 2 Afternoon Performances in Front of Museum
October 13 - 15 Friday - Sunday	Cuero Turkeyfest - <i>Nothing Can Eclipse a Turkey - Near Total Eclipse During Turkey Race & Parade!</i> Cuero Municipal Park - Sponsored by Cuero Turkeyfest Association <i>* See Cuero Turkeyfest Association for Sponsorship</i>
October 13 - 15 Friday - Sunday	Celebrating Daule's 75 Year Anniversary with Music Fest at Daule Park - 107 Daule Street <i>* See Viola Holman for Sponsorship</i>
November 11 Saturday, Veterans Day ★	Reading of the Proclamation - Cuero City Hall Council Chambers - 212 E. Main - Refreshments Served
December 8 - 9 Friday & Saturday	Christmas in Downtown - 100 - 200 Blocks of East Main Street - Sponsored by Cuero Main Street <i>* See Cuero Main Street for Sponsorship</i>