



STAFF REPORT

4/9/2025

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Authorize a Sponsorship Request for Escaramuza Charra Reynas Del Valle Coachella in the Amount of \$1,000 for its Mariachi Under the Stars Event

STAFF RECOMMENDATION:

Staff is submitting this sponsorship request for the City Council's consideration to authorize a sponsorship request for Escaramuza Charra Reynas Del Valle Coachella in the amount of \$1,000 for its Mariachi Under the Stars event on April 26, 2025.

BACKGROUND:

The Escaramuza Charra Reynas del Valle Coachella was founded to formalize the growing revival of Mexican culture with an emphasis on women's empowerment, particularly through the reconnection with Charrería and Escaramuza - Mexican equestrian practices rooted in the blend of indigenous and Spanish cultures. Their work includes cultural sports and activities, mentorship, education, and celebration of community. The Escaramuza Charra Reynas del Valle is composed of an all-female group ranging from the ages of 5 to 15 years old by offering horsemanship instruction and educational activities. The Reynas are looking to compete at the state level in order to qualify for the "Campeonato Nacional Infantil, Juvenil, y de Escaramuza," an annual national competition which will take place in Guadalajara, Mexico this summer. They organize two fundraising events a year, Dia de Los Muertos (November) and Mariachi Under the Stars (April), to help support their participation in these competitions.

DISCUSSION/ANALYSIS:

The third annual Mariachi Under the Stars fundraising event will be held at Rancho Escondido in Coachella. The cultural event will honor the youth in celebration of Dia del Niño, and will include a special equestrian presentation from the escaramuza team; Reynas del Valle. The budget for the event is \$12,000, which covers entertainment; including mariachi, banda, ballet folklorico, sound equipment, security guards, parking attendants, food and drinks, and rental equipment. Escaramuza Charra Reynas del Valle Coachella is requesting sponsorship as they have already received a Community-Based Grant in the amount of \$1,000 during this fiscal year.

The City's sponsorship benefits include:

- Recognition on webpage and during the event
- Advertisement banner
- 10 tickets

ALTERNATIVES:

1. Authorize a Sponsorship Request for Escaramuza Charra Reynas Del Valle Coachella in the Amount of \$1,000 for its Mariachi Under the Stars Event
2. Not authorize the sponsorship request

FISCAL IMPACT:

Funding for this sponsorship will be through the General Fund.

ATTACHMENT(S):

Sponsorship Request Letter
Event Flier