

## TEJUNTO Festival™

Where Tejano Meets Conjunto

A Cultural Initiative by the Tejano Music Legacy Foundation

### MISSION

Preserve the past • Celebrate the present • Inspire the future of our music

### EVENT VISION

TEJUNTO Festival™ is a family-centered cultural event designed to unite Tejano and Conjunto music while creating meaningful opportunities for the next generation.

This daytime festival will provide a safe, vibrant space for:

- Youth performers
- Young adult musicians
- Families and schools
- Local artists
- Community organizations
- Small business vendors

Through live music, cultural activities, and community participation, the event will celebrate the Rio Grande Valley's musical heritage while ensuring its future.

### YOUTH COMPETITION & FAMILY PROGRAMMING

- Tejano & Conjunto youth talent showcase
- Performance divisions for children and young adults
- Children's costume contest
- Emerging artist performance opportunities

### COMMUNITY IMPACT

- 🎓 Youth performance and leadership opportunities
- 🎵 Preservation of Tejano & Conjunto musical traditions
- 👨👩👧 Family-friendly cultural environment
- 📚 Educational and heritage-based programming
- 👉 Support for local vendors and small businesses
- 🎶 Multi-generational community engagement

### DEMONSTRATED COMMUNITY INTEREST

The initial public announcement of TEJUNTO Festival™ generated:

- Over 22,000 people reached
- Hundreds of reactions, comments, and shares

This early engagement reflects strong regional interest and highlights the project's potential for community participation, cultural tourism, and economic impact.

### PILOT EVENT FORMAT

- One-day event
- City park or public venue
- Main stage performances
- Youth competition segment
- Daytime schedule

Proposed timeframe: Exploring October for seasonal, family-oriented community participation.

### CITY PARTNERSHIP OPPORTUNITIES

What We Are Seeking

- Venue
- Stage, sound, and lighting
- Security and basic event support
- Promotional collaboration

#### What We Provide

- Cultural programming and event coordination
- Artist and youth talent organization
- Community outreach and marketing
- Nonprofit organizational leadership

#### ORGANIZATION

Tejano Music Legacy Foundation

Rio Grande Valley, Texas

501(c)(3) Nonprofit

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