

# **Delmiro Garcia Productions**

7733 Linkwood

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San Antonio, Texas 78240

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(512) 520-0314

## **SUMMARIZATION**

**OF THE "1992 TEJANO THURSDAYS" CONCERT SERIES  
TO BENEFIT THE DELMIRO GARCIA SCHOLARSHIP FOUNDATION**

**TO**

**PHILLIP - MORRIS, INC.**

**BY**

**DELMIRO GARCIA PRODUCTIONS**

**STELLA GARCIA, OWNER  
DELMIRO GARCIA PRODUCTIONS  
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SAN ANTONIO, TX 78240  
(512) 520-0314  
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**TEJANO THURSDAYS 1992  
TO BENEFIT THE DELMIRO GARCIA SCHOLARSHIP FOUNDATION  
PRESENTED BY DELMIRO GARCIA PRODUCTIONS  
SAN ANTONIO, TEXAS**

"Tejano Thursdays" continues to bring the best in Tejano Music on a weekly basis. Every Thursday at Rosedale Park, General McMullen at Dartmouth, San Antonio, Texas, Delmiro Garcia Productions features three (3) Tejano Groups from 6:00 p.m. to 11:00 p.m. each show. Each event highlights a top Tejano Group with two (2) other groups which are well known throughout the industry. The bands perform their latest hits where the attendees listen and dance to their favorite tunes. Every year Delmiro Garcia Productions has proven to be successful by record number attendees at these events. The Tejano Thursdays series runs March through August with a few weekend events in the later months as well. Each event focuses directly in a "family" orientated atmosphere, in that Delmiro Garcia Productions is presenting each Tejano Thursday with groups which attract both the young and the old. This is a weekly event which a child, a grandparent and everyone else in between can attend.

A portion of the proceeds of these events will benefit The Delmiro Garcia Scholarship Foundation. This non-profit group will grant scholarships to students who want to higher their education and will give them the opportunity to attend college and succeed in higher job opportunities and careers. This foundation was established in 1990 by the family of Delmiro Garcia. He was the very well known promoter who introduced many of today's successful tejano groups to San Antonio. His goal was to acquaint today's teens to tejano music. To give these children another form of entertainment. He wanted to broaden each child's mind by promoting a form of the hispanic culture.

**Purpose:** To promote "Tejano Music" to the younger generation so that each individual may be aware of their hispanic culture and heritage."

**Promotion:**

1. Local San Antonio Radio and T.V. Stations, KEDA - 1540 AM and KXTN - 107 FM; Channel 60 Telemundo.
2. Surrounding area radio stations, Pleasanton, Hondo, Karnes City/Kenedy, Pearsall, New Braunfels, Cotulla, etc.
3. Billboard Advertisement in San Antonio.
4. Weekly Press Releases to San Antonio Newspapers, "Express News" and "The Light" which is posted in the Entertainment

DELMIRO GARCIA PRODUCTIONS  
PAGE 1 OF 3

2041945165

Section of each.

5. Advertisement in Tejano magazines and newspapers, Tejano Times, Latin Times, Music Mania, and Tejano Monthly, etc.
6. Posters, San Antonio and surrounding areas.
7. Delmiro Garcia Production Hotline announcing each weekly event.
8. Booth availability for Corporate Sponsors to facilitate promotional giveaways.
9. Word by mouth.

Business Objectives:

1. Establish a solid profitable relationship with all sponsoring companies.
2. Increase awareness of all products and merchandise of sponsors.
3. Increase profits of sponsoring companies.

TEJANO GROUPS

La Sombra de Chicago  
Grupo Mazz  
Emilio Navaira & Rio  
David Lee Garza Y Los Musicales  
Roberto Pulido Y Los Clasicos  
Ram Herrera & The Outlaws  
Little Joe & La Familia  
David Mares  
La Mafia  
La Fiebre  
Laura Canales  
Adalberto  
Selena Y Los Dinos  
Los Aguilares  
Joe Posada & Quinto Sol  
Oskar G. & Grupo Sol  
Fandango U.S.A.  
Shelly Lares  
Estrella  
Jean LeGrand  
Los Dos Gilbertos  
Arturo Montes Y Ternura  
Gary Hobbs and the Hot Sauce Band  
Los Desperadoz  
Goodtimes Band  
Nick Villarreal  
Ruben Ramos and Texas Revolution  
Sangre Nueva de Pontiac, Michigan  
Rocky Hernandez Y Milagro  
Johnny Rodriguez  
Albert Diaz & Tiger  
New Variety Band  
Tierra Tejana  
Los Farias  
Los Tall Boys