



PROPOSAL

**Promotion Management Services
for the Webb County Fairgrounds**

Request for Proposals — RFP 2026-014

SUBMITTED TO

Webb County Purchasing Department
Attn: Juan Guerrero, Contract Administrator
1110 Washington St., Ste. 101
Laredo, Texas 78040

DUE

September 22, 2026 · 4:00 PM (CT)

SUBMITTED BY

G&G Promotions LLC
6402 N. Bartlett Ave., Ste. 1
Laredo, Texas 78041

AUTHORIZED CONTACT

**Belinda Guerra Meurer, Chief Executive
Officer**
(956) 740-9020 · belinda93@icloud.com

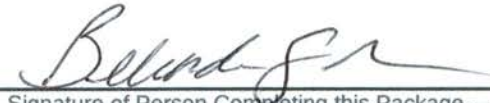
Established 1996 · Laredo, Texas · 30 years of live entertainment in South Texas

Required Submittal Checklist

"Promotion Management Services for the Webb County Fairgrounds" — RFP 2026-014

This form must be included with the RFP package. Each required item is checked below to confirm its inclusion in this submittal.

☒ Form A Fee Schedule	Attached (Excel form) — see also Section 6
☒ Reference Form	Attached (County form, seven references)
☒ Conflict of Interest Form (CIQ)	Attached
☒ Webb County Code of Ethics Affidavit	Attached — signed and notarized
☒ House Bill 89 Form	Attached — signed and notarized
☒ Senate Bill 252 Form	Attached — signed
☒ Proof of No Delinquent Tax Owed to Webb County	Attached — signed and notarized
☒ Exhibit A (Promotion Management Services)	Acknowledged — see Exhibit A Acknowledgment



Signature of Person Completing this Package — Belinda Guerra
Meurer, CEO, G&G Promotions LLC



Date

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Attachments — Form A Fee Schedule · Reference Form · Form CIQ · Code of Ethics Affidavit ·
HB 89 Verification · SB 252 Certification · Proof of No Delinquent Taxes · Exhibit A



G&G Promotions LLC 6402 N. Bartlett Ave., Ste. 1 · Laredo, Texas 78041 · (956) 740-9020 ·
belinda93@icloud.com

September 22, 2026

Attn: Mr. Juan Guerrero, Contract Administrator
1110 Washington St., Ste. 101
Laredo, Texas 78040

Re: RFP 2026-014 — Promotion Management Services for the Webb County Fairgrounds

Dear Mr. Guerrero and Members of the Evaluation Committee:

G&G Promotions LLC is pleased to submit this proposal to serve as Webb County's Promotion Management Company for the Webb County Fairgrounds. For thirty years, G&G Promotions has booked, produced, marketed and staffed live entertainment across South Texas from our home base in Laredo. We understand the Fairgrounds, we understand the Webb County audience, and we have the relationships with artists, agencies and regional promoters needed to keep the venue active year-round under the direction of the Webb County Commissioners Court.

In accordance with the instructions to proposers, G&G Promotions LLC states the following:

- **Firm offer.** This offer is firm for a period of not less than sixty (60) calendar days after the RFP closing date of September 22, 2026.
- **Authority to bind.** The undersigned, Belinda Guerra Meurer, Chief Executive Officer, is authorized to bind G&G Promotions LLC contractually.
- **Insurance (Sections 1.33–1.34).** G&G Promotions has read and understands the insurance requirements of this RFP and will submit evidence of the required coverage to the Webb County Civil Legal Department within five (5) working days following notification of award.
- **Conflict of interest (Section 1.5).** G&G Promotions LLC, its principals and affiliates have no existing or potential conflict of interest relative to this RFP and no business or personal relationship with any Webb County officer, employee or supplier that could be perceived as a conflict. G&G Promotions LLC is not prohibited from entering into a contract with Webb County as a result of a financial interest as defined under Texas Government Code Section 2261.252(b).
- **Campaign contributions (Section 1.38).** Neither G&G Promotions LLC nor any individual or entity acting on its behalf has made any donation or campaign contribution to a Webb County official within the six (6) months preceding the date of this Active Solicitation.
- **Addenda.** G&G Promotions acknowledges receipt of all addenda issued for this RFP: Addendum No(s). _____ (or "None issued").
- **Confidential information (Section 1.51).** No portion of this proposal is claimed as confidential or proprietary.

We would welcome the opportunity to discuss this proposal with the Evaluation Committee and to negotiate final terms with the County following award. Thank you for your consideration.

Respectfully,

A handwritten signature in black ink, appearing to read 'Belinda', is written over a horizontal line.

Belinda Guerra Meurer
Chief Executive Officer, G&G Promotions LLC

Executive Summary

Webb County is asking for a promotion management company that can do three things at once: bring a steady calendar of quality live entertainment to the Fairgrounds, run each event safely and professionally from booking through settlement, and protect the County from artist and event risk while returning a fixed facility fee and commissions to the County. G&G Promotions LLC has been doing exactly this work in Laredo since 1996.

G&G Promotions is a Laredo-based, woman-owned promotion management company that produces more than 200 events a year across South Texas. Our team books and negotiates directly with artists and agencies, executes contracts and riders, builds and places the advertising, sets up local and online ticketing, contracts stage, sound and lighting to rider specification, manages bar and concession operations under our own TABC license, staffs every event with licensed and insured security officers, and closes every event with a full settlement report of expenses, revenue and attendance.

Why G&G Promotions is the right fit for Webb County

- **Thirty years in this market.** Founded in 1996 (formerly B&E Promotions) and rooted in the Guerra family's three-decade history at the Casa Blanca Convention Center, G&G has booked thousands of events in Laredo and knows what sells here, at what price, and in what season.
- **Headliner relationships.** G&G has promoted artists including Maná, Los Tigres del Norte, Los Tucanes de Tijuana, Intocable, Ramón Ayala, Maluma and Juan Gabriel, and books current draws such as La Mafia, Siggno, Solido, Los Palominos, Ricky Naranjo and Braxton Keith. Belinda Guerra Meurer is a long-standing member of Promotores Unidos, the association of leading promoters in the United States and Mexico.
- **A built-in marketing engine.** Our CEO also leads Guerra Communications, operator of Laredo radio stations KJBZ 92.7 and KRRG 98.1. Every Fairgrounds event will be promoted on air, online and in the community by a team that markets live events every week of the year.
- **Turn-key operations.** Ticketing and box office, stage production, bar and concessions, festival vendor coordination (100+ vendors), security, parking and post-event reporting are all services G&G performs today, with an in-house TABC license and licensed security on every event.
- **Data-driven booking that protects the County.** Offers are built on decades of recorded attendance and revenue data for this market, and G&G assumes the artist and event risk. The County receives its facility fee on every ticket and its commission on table sales and packages regardless of the event's outcome.
- **Accountability to the Commissioners Court.** No event will be announced, no artist contract executed and no tickets placed on sale without prior written approval from the County's designated representative, and G&G will never sign any obligation on the County's behalf.

We are committed to a minimum of twenty-five (25) live events per year at the Fairgrounds, programmed across the Concert Stage, the Indoor Pavilion and the Rodeo Arena, and to growing that calendar as the venue's reputation grows.

Section 1 — Relevant Experience and Qualifications

1.1 Firm profile

Legal name	G&G Promotions LLC (formerly B&E Promotions)
Established	1996 — 30 years providing live entertainment promotion and management services
Ownership	Woman-owned; Belinda Guerra Meurer, Chief Executive Officer
Headquarters	6402 N. Bartlett Ave., Ste. 1, Laredo, Texas 78041
Telephone / e-mail	(956) 740-9020 · belinda93@icloud.com
Annual volume	More than 200 events produced annually
Licenses	TABC license held by G&G Promotions; City of Laredo and Webb County licensing maintained for bar and event operations
Core services	Artist booking and contract negotiation · event production and stage management · marketing and advertising · ticketing and box office · bar and concessions · festival and vendor coordination · security and parking · financial settlement and reporting

1.2 Thirty years in the South Texas marketplace

G&G Promotions LLC was formed in 1996 by Belinda Guerra Meurer after the retirement of her father, Encarnación Guerra, founder of the Casa Blanca Ballroom and a founding member of Promotores Unidos. Belinda worked alongside her father at Casa Blanca for most of her life, and the family has owned and operated the Casa Blanca Convention Center in Laredo for 31 years. That history gives G&G something no out-of-market firm can offer: decades of first-hand attendance and revenue data for this specific audience, and relationships with artists, managers and promoters on both sides of the border that have been built over a generation.

Laredo and Webb County are a binational market. Successful programming here means understanding regional Mexican, norteño, Tejano, cumbia and Texas country audiences as well as pop and Latin touring acts, and understanding how ticket pricing, day of week, holidays and the Nuevo Laredo audience affect each show. G&G builds every offer on prior recorded attendance in this market, which is why our shows are priced to sell and why we are comfortable assuming the artist and event risk the County's financial model requires.

1.3 Signature events and artists

Event	Client / partner	G&G role
Laredo International Fair & Exposition — Annual Fair and Fall Concert	Laredo International Fair & Exposition	Full promotion management: artist booking and negotiation, sound and lighting, ticketing, event setup, vendor organization, radio, social media and television advertising

Event	Client / partner	G&G role
Jamboozie	Laredo Main Street (City of Laredo)	Artist booking and negotiation, sound and lighting, event management
Laredo October Festival	G&G Promotions	Producer and promoter — festival with 100+ vendors, carnival and live entertainment
South Texas Food Bank Annual Fundraiser — Country Concert	South Texas Food Bank	Artist booking, production, ticketing, event setup, advertising
Stockman's Ball	Border Olympics, Inc.	Artist booking, sound and lighting, ticket sales, event setup, security, advertising
Concerts, dances, political rallies and fundraisers	Casa Blanca Convention Center, Laredo	Producer and promoter for 30 years

Artists G&G Promotions has promoted include: Maná · Los Tigres del Norte · Los Tucanes de Tijuana · Intocable · Ramón Ayala · Maluma · Juan Gabriel · La Mafia · Siggno · Solido · Los Palominos · Los Morales · La Calma · Ricky Naranjo · Braxton Keith · Dustin de la Garza · Kix Garcia

Event formats produced: outdoor concerts and festivals · indoor concerts and dances · wrestling · circus · carnivals · car shows · fundraising galas · political rallies · community and nonprofit events.

1.4 Experience by service area

The following describes G&G's experience in each area of the scope of services in Section 3.0 of the RFP.

Artist booking and contract negotiation

G&G contacts artists and agencies directly, builds offers on documented attendance and dollars generated for comparable shows in this market, and negotiates fair-market guarantees. Once terms are settled, G&G receives, reviews and fully executes the artist contract and rider, tracks deposits and settlement obligations, and manages every rider requirement through show day. Belinda Guerra Meurer's membership in Promotores Unidos provides access to touring artists and co-promotion opportunities across the United States and Mexico.

Marketing and promotion

G&G creates the advertising creative and packages for every event — radio, television, print, outdoor, social media and street-level promotion. Through Guerra Communications (KJBZ 92.7 and KRRG 98.1), G&G's CEO directs a professional radio marketing operation with more than 60 employees, and G&G's events benefit from on-air promotion, remotes, ticket giveaways and community activations that reach the Webb County audience daily.

Ticketing and box office

G&G sets up local ticket distribution outlets and online ticketing for each event, manages will-call and day-of-show box office, and handles high-volume cash management with documented controls. Ticketing and cash operations are supervised by our Administrative Coordinator, who manages event ticketing, deposits and reconciliation for all G&G events.

Production, stage management and technical services

G&G is responsible for end-to-end production of each event — advancing the show with the artist's production team, contracting stage, audio, lighting and video systems and experienced engineers to meet rider requirements, scheduling load-in, sound check and load-out, and managing the stage on show day. Production vendors are required to be insured, to use qualified riggers and technicians, and to follow OSHA and applicable safety regulations.

Event staffing and site operations

G&G provides and supervises all personnel needed for each event — box office, gates and ushers, bar and concession staff, stagehands, parking attendants and security — and pays all associated payroll and personnel costs. Our Facilities Manager has supervised contract labor for high-volume events for more than 30 years.

Bar, concessions and TABC compliance

G&G offers full bar management under its own TABC license: purchasing alcohol from distributors, obtaining the required temporary authorizations for each event, purchasing concession inventory, and staffing service points with experienced, TABC-trained personnel. City of Laredo and Webb County licensing and code compliance are maintained by our Facilities Manager.

Festival and vendor coordination

G&G coordinates on-site vendors for festivals and community events with more than 100 vendors, including carnivals, wrestling, circus events and car shows — experience directly applicable to multi-day programming at the Fairgrounds.

Security, parking and public safety

G&G employs fully licensed and insured security officers for every event, sized to the expected attendance and type of show, and coordinates with local law enforcement and emergency services. Parking and traffic management are planned for each event to ensure the safe arrival and departure of ticket holders.

Financial settlement and reporting

At the close of each event G&G produces a report of all expenses, revenue, profit and attendance. For Webb County, this report will document ticket sales, table and package sales, the facility fees due to the County and the remittance of those fees on the schedule established in the contract.

Section 2 — Response to Scope of Work

G&G Promotions LLC has reviewed Section 3.0 (Scope of Work) and Exhibit A and will provide all services described. The tables below respond to each element of the scope; Section 4 describes how the work will be performed.

RFP requirement (Section 3.0)	G&G Promotions response
(a) Negotiating and managing contractual agreements for live entertainment	G&G negotiates directly with artists and agencies, executes contracts and riders in G&G's name, and manages all deposits, settlements and rider obligations. G&G assumes the artist and event risk.
(b) Capacity to headline artists and entertainers for outdoor and indoor venues, outdoor capacity up to 10,000	G&G has promoted arena- and festival-level headliners (Maná, Los Tigres del Norte, Los Tucanes de Tijuana, Intocable, Ramón Ayala, Maluma) and has the relationships, through Promotores Unidos and its agency network, to route touring headliners to the Fairgrounds Concert Stage and the Indoor Pavilion.
(c) At minimum 25 live events per year	G&G commits to a minimum of 25 live events per year at the Fairgrounds, programmed across the Concert Stage, Indoor Pavilion and Rodeo Arena, subject to County approval of each event.
(d) Promote and market all programmed events	Full-service marketing: radio (KJBZ 92.7 / KRRG 98.1), television, print, outdoor, digital and social media, street teams and community partnerships reaching Webb County, surrounding counties and Nuevo Laredo.
(e) End-to-end live event production management	G&G plans, designs and executes every event — advancing, production schedule, site plan, staffing plan, run of show and settlement.
(f) Experienced engineers for safe, high-quality audio, lighting and video	G&G contracts professional production companies and engineers for each show to the artist's rider specification; all vendors must be insured and use qualified technicians and riggers.
(g) Professional site operation, event staffing, management and production services	All event personnel are provided, scheduled and supervised by G&G, with G&G paying all payroll and personnel costs.
(h) Stage production and management	G&G manages stage build, backline, changeovers and show calling on the 3,850 sq. ft. Concert Stage and in the Indoor Pavilion.
(i) Ability to obtain TABC Temporary Event Authorizations	G&G holds a TABC license, has obtained temporary event authorizations for its events for decades, and will coordinate alcohol sales with the Pavilion restaurant/concession operator as required by Exhibit A.
(j) Parking management services	Staffed, planned parking and traffic control for each event, coordinated with law enforcement as attendance requires.
(k) Security at each event	Fully licensed and insured security officers at every event, staffed to attendance and event type, with coordination with the Webb County Sheriff's Office, Laredo Police and EMS.
(l) No public announcement, artist contract or ticket on-sale without prior written County approval	Acknowledged and accepted. G&G will submit each proposed event to the County's designated representative for written approval before any announcement, contract execution or on-sale.

RFP requirement (Section 3.0)	G&G Promotions response
(m) No authority to execute any obligation on behalf of Webb County	Acknowledged and accepted. G&G contracts in its own name only and will not sign any contract, guarantee, rider or agreement on the County's behalf unless expressly authorized in writing.

Other scope requirement	G&G Promotions response
(1) Provide and supervise all personnel	Accepted — G&G provides and supervises all event personnel.
(2) Pay all payroll and personnel costs	Accepted — G&G bears all payroll and personnel costs.
(3) All equipment, materials and supplies for stage and venue setup	Accepted — G&G furnishes, at its cost, all equipment, materials and supplies for each event.
(4) All required State and local permits	Accepted — G&G obtains all State and local permits, including TABC authorizations, at its cost.

2.1 Financial model

G&G accepts the County's financial model: G&G assumes all artist and event risk, and the County receives a fixed facility fee on every ticket sold, a commission on table sales and packages, and shares of concessions and sponsorships. G&G's proposed facility fee and commission are stated on Form A (Section 6). Consistent with the "Right of Negotiation" in Section 3.0, G&G will negotiate the County's percentage of concessions and sponsorships, remittance schedules and reporting formats with the County following award.

2.2 Additional services

Beyond the base scope, G&G can provide, subject to mutual negotiation: full festival production with vendor and carnival coordination; bar and concession management for County-hosted events; sponsorship sales for the venue and its event series; and radio and digital marketing packages for County programs at the Fairgrounds.

Section 3 — Personnel Qualifications

The following G&G Promotions team will oversee the Webb County Fairgrounds contract for its full term. Each member has industry-specific experience in personnel management, project and schedule management, contract negotiation and live event operations. Resumes are provided in Appendix A.

3.1 Promotion management team

Team member	Role on the Webb County contract	Experience	Primary responsibilities
Belinda Guerra Meurer	Chief Executive Officer · Lead Promoter · County liaison	30 years promoting live entertainment; CEO of Guerra Communications since 1994	Artist booking and contract negotiation · event programming and approvals with the County · marketing strategy and media · sponsorships · overall accountability for performance
Elaine Guerra	Facilities Manager / Partner · Venue and event operations	30+ years managing high-volume events	Site and facilities operations · bar and concession operations · TABC, City of Laredo and Webb County licensing and code compliance · supervision of contract labor · supply ordering · event financial reports
Brittnee Housner	Administrative Coordinator · Ticketing and settlement	9+ years supporting office and event operations	Event ticketing and box office · high-volume cash management · contract administration and payments · bookkeeping, payroll and settlement reporting · scheduling

3.2 Key personnel

Belinda Guerra Meurer — Chief Executive Officer and Lead Promoter

Belinda Guerra Meurer has been a promoter in South Texas for 30 years. She worked alongside her father at the Casa Blanca Ballroom for most of her life, has served as CEO of Guerra Communications since 1994, and formed G&G Promotions LLC in 1996 after her father's retirement. Belinda is an esteemed member of Promotores Unidos — the organization her father, Encarnación Guerra, helped found — which voted unanimously to accept her membership in recognition of her family's contributions to the industry. She is one of the few female promoters in the United States and the first woman to receive the LULAC Council Higher Education Award. Belinda has booked, coordinated and executed thousands of events over her career and personally manages artist negotiations, contracts and marketing for G&G. Her civic service includes the Laredo Community College Board of Trustees, the City of Laredo Planning and Zoning Commission, the Laredo Chamber of Commerce Board and the Holding Institute Board of Trustees.

Elaine Guerra — Facilities Manager and Partner

Elaine Guerra brings more than 30 years of experience managing high-volume events. At G&G Promotions she has served since 1992 as bar manager in charge of all contract labor employees, the company's TABC license, City of Laredo and Webb County licenses, code enforcement compliance, supply orders and event financial reports. She previously served for 20 years as Program Director at Guerra Communications, programming multiple music formats to the Laredo

market — experience that directly informs G&G's booking and audience strategy. Elaine attended The University of Texas at Austin and holds a Texas Real Estate License.

Brittnee Housner — Administrative Coordinator

Brittnee Housner is a dedicated administrative coordinator with more than nine years of experience supporting office and event operations. At G&G Promotions she manages event contracts and payments, bookkeeping, payroll, accounts receivable and payable, and event ticketing, including high-volume cash management and reconciliation. She is proficient with online ticketing platforms such as Eventbrite, prepares documentation for private, state and government contracts, and brings exceptional attention to detail, problem-solving and communication skills. Brittnee holds a Bachelor of Arts from the University of Alaska Anchorage and also owns BH Events Company, an event planning firm in Laredo.

3.3 Production and technical services

For each event, G&G contracts professional production companies and experienced engineers for audio mixing, lighting design, video and stage rigging, selected and advanced to meet the artist's rider and the venue's requirements. G&G requires its production vendors to carry insurance, to use qualified and certified riggers and technicians, and to comply with OSHA rules and all applicable regulatory requirements for temporary structures, rigging, electrical distribution and crowd safety. G&G's production management team advances each show, sets and enforces the load-in, sound check and load-out schedule, and manages the stage on show day. This model gives the County access to the right production package for each event — from a regional dance in the Pavilion to a 10,000-capacity headliner on the Concert Stage — without the County carrying fixed production overhead.

3.4 Industry-specific skills required by the RFP

Skill required (Section 4.1)	How the G&G team meets it
Personnel management — hiring, scheduling and oversight of event staff	Elaine Guerra supervises all contract labor and bar/concession staff; Brittnee Housner handles onboarding, scheduling and payroll; licensed security is scheduled per event.
Project and scheduling management of all live events	A master Fairgrounds calendar maintained with the County; each event is advanced with a production schedule, staffing plan and run of show.
Contract negotiation	Belinda Guerra Meurer negotiates all artist, agency, vendor and production contracts personally, with 30 years of market data behind every offer.
Detail orientation and problem solving	Documented settlement and reporting on every event; an experienced team that has run thousands of shows and resolves day-of-show issues on site.

3.5 Why this proposal best meets the County's needs

The County's stated goal is a variety of live entertainment at the Fairgrounds, produced and marketed professionally, with the promoter carrying the risk and the County receiving reliable revenue. G&G Promotions combines (1) thirty years of booking data and artist relationships specific to the Laredo market, (2) a Laredo-based team that can be on site at the Fairgrounds within minutes, (3) an owned broadcast marketing platform that promotes every event to the County's residents

daily, (4) in-house TABC licensing and bar operations, and (5) a track record of more than 200 events a year. G&G's additional capabilities — festival and vendor management, carnival and family programming, fundraising events and sponsorship sales — allow the County to use the Fairgrounds for more than concerts and to build a calendar that serves the whole community.

Section 4 — Programming, Marketing and Operations Plan

4.1 Programming commitment

G&G commits to a minimum of twenty-five (25) live events per year at the Webb County Fairgrounds, using the three venue settings identified in Form A:

Venue	Programming	Typical formats
Fairgrounds Concert Stage (outdoor, up to 10,000)	Headliner concerts and festivals in spring and fall touring seasons; multi-day festival weekends with vendors and carnival	Regional Mexican, norteño and Tejano headliners · Texas country · Latin pop · festivals
Indoor Pavilion (HVAC)	Year-round ticketed events, including summer and winter programming	Dances · indoor concerts · comedy · wrestling · boxing · circus · expos and community events
Rodeo Arena	Family and motorsports programming	Monster trucks · rodeos · equestrian and livestock events

Current headliner bookings — 2026–2027 season. The following G&G dates illustrate the caliber of talent G&G brings to the Laredo market on a continuing basis:

Date	Headliner(s)
December 26	Ricky Naranjo
January 9	First Dance of the Year — Solido
February 25	Dustin de la Garza · Kix Garcia
February 26	La Mafia · Los Palominos · Los Morales
February 27	Braxton Keith · Siggno · La Calma

4.2 County approval and authority

Each proposed event will be submitted to the County's designated representative with the proposed date, artist, ticket pricing, capacity and marketing plan. No event will be publicly announced, no artist contract executed and no tickets placed on sale until written approval is received. G&G will contract in its own name only and will not execute any contract, guarantee, rider, artist agreement, vendor agreement or other obligation on behalf of Webb County unless expressly authorized in writing by an authorized County representative.

4.3 Marketing and promotion plan

- **Radio:** spot schedules, on-air promotions, ticket giveaways and live remotes on KJBZ 92.7 and KRRG 98.1, plus paid schedules on other local stations as each event's audience requires.
- **Television, print and outdoor:** local television, newspaper and billboard placements for headliner and festival dates.

- **Digital and social media:** event creative, targeted paid social campaigns, artist cross-promotion and e-mail to G&G's ticket-buyer database.
- **Community and cross-border:** street teams, local ticket outlets, partnerships with community organizations and promotion to the Nuevo Laredo audience.
- **Venue branding:** consistent "Webb County Fairgrounds" branding on all creative to build the venue's identity and the season calendar as a destination.

4.4 Ticketing and box office

G&G will operate ticketing through online sales and local outlets, with day-of-show sales and will-call at the Fairgrounds Main Box Office / Ticket Booth. Cash handling follows documented controls with dual counts, deposit logs and reconciliation to the ticketing system. Ticket sales reports will be available to the County for every event and will form the basis of the facility-fee remittance.

4.5 Production and stage management

Each event is advanced with the artist's production representative, and production vendors are contracted to the rider. G&G manages the production schedule on the Concert Stage (approximately 3,850 sq. ft.) and in the Indoor Pavilion, including power and electrical distribution, staging and barricade, rigging, audio, lighting and video, backline and changeovers, and load-out. Site plans address stage, front-of-house, artist compound, vendor and beer stand placement, restrooms and emergency access.

4.6 Alcohol sales and TABC compliance

G&G will obtain the TABC Temporary Event Authorization required for each event where alcohol is sold, operate the Outdoor Beer Stand and portable service points with TABC-trained staff, enforce ID verification and responsible-service practices, and coordinate any sales at the Indoor Pavilion concession stand with the restaurant/concession operator as noted in Exhibit A.

4.7 Security and public safety

G&G does not provide security or law enforcement services as part of its standard event services. Security officers, law enforcement coordination, emergency medical services, and related public safety staffing are not included in G&G's scope of services. If these services are required for an event, the parties may discuss and negotiate the appropriate arrangements, responsibilities, and costs with the applicable licensed providers and public safety agencies.

4.8 Parking and traffic management

G&G does not provide dedicated parking attendants, traffic control personnel, or formal parking and traffic management services as part of its standard event services. If parking or traffic management services are required for an event, the parties may discuss and negotiate the appropriate arrangements, responsibilities, and costs, including the use of qualified third-party providers or coordination with applicable law enforcement agencies.

4.9 Permits, insurance and compliance

G&G will obtain and pay for all State and local permits required for each event and will maintain the insurance required by Section 1.34, naming Webb County as additional insured and providing the required endorsements. G&G will comply with the Americans with Disabilities Act and all applicable

federal, state and local requirements, including equal employment opportunity and non-discrimination provisions.

4.10 Reporting and settlement to the County

Following each event, G&G will provide the County a settlement report showing ticket sales by price level, attendance, table and package sales, the facility fees and commissions due, and the remittance to the County. G&G will also provide the County a periodic calendar and performance summary for the venue, and will meet with the County's designated representative at the County's preferred cadence.

Section 5 — References

G&G Promotions provides the following references, each of whom is a prior client or has direct knowledge of G&G's performance in live entertainment promotion and venue management. The County's required Reference Form, with full contact details and a description of services, is completed and attached to this proposal.

#	Reference	Contact	Phone / e-mail
1	Laredo International Fair & Exposition	Hugo Flores, Board President	(956) 237-5092
2	Laredo Main Street — City of Laredo (Jamboozie)	Nydia Robles, Assistant Director	(956) 480-4681
3	South Texas Food Bank	Leslie Benavides	(361) 207-4806
4	Border Olympics, Inc. — Stockman's Ball	Tito Garcia	(956) 337-8255
5	Universal Latin	Pete Gonzalez	(214) 205-4582 · pgonzalez@universallatin.com
6	Tesoro Music	Yvette Cantu	(210) 232-4835 · yvetteg08@gmail.com
7	Texas AVL	Matthew Bryan, CEO	(956) 324-7571 · mbryan@texasavl.com

Section 6 — Price Proposal (Form A Fee Schedule)

G&G Promotions proposes the following facility fees and commissions, payable to Webb County and collected by G&G as the County's contracted Promotion Management Services Company in lieu of a facility leasing fee. The completed and signed Form A Fee Schedule is attached.

Venue	Webb County Fee (per ticket sold)	Non-Profit Organization Fee (per ticket sold)	Table Sales & Packages (commission)
Fairgrounds Concert Stage Venue	\$5.00	\$5.00	10%
Pavilion Ticketed Events	\$5.00	\$5.00	10%
Rodeo Arena	\$5.00	\$5.00	10%

- The Webb County Fee is collected on every ticket sold and remitted to the County with each event settlement, regardless of the event's financial result. G&G assumes all artist and event risk.
- Event promoters and lessees using the Fairgrounds remain responsible for their own liability insurance and security costs, as stated on Form A.
- The County's percentage of concessions and sponsorships, the remittance schedule and reporting formats will be negotiated with the County following award in accordance with Section 3.0 (Right of Negotiation) and Section 4.1 (best and final offers).

Section 7 — Required Forms and Certifications

The following County forms are completed and attached, in the order listed on the RFP checklist:

Form	Status
Form A Fee Schedule	Completed and signed by the authorized representative
Reference Form	Completed — seven references (five on the County form plus a continuation page)
Conflict of Interest Questionnaire (Form CIQ)	Completed — no reportable relationships
Webb County Qualified Participating Vendor Code of Ethics Affidavit	Signed and notarized
House Bill 89 Verification	Signed and notarized
Senate Bill 252 Certification	Signed
Proof of No Delinquent Taxes Owed to Webb County	Signed and notarized
Exhibit A (Promotion Management Services)	Reviewed and acknowledged; copy attached

Upon award, G&G Promotions will complete and file Texas Ethics Commission Form 1295 (Certificate of Interested Parties) online and submit the signed hard copy to the Webb County Civil Legal Department as required by Section 1.14, and will provide evidence of insurance within five (5) working days of notification of award.

Appendix A — Resumes of Key Personnel

Belinda Guerra Meurer

Chief Executive Officer · Lead Promoter

6402 N. Bartlett Ave., Ste. 1, Laredo, Texas 78041 · (956) 740-9020 · belinda93@icloud.com

Professional experience

Chief Executive Officer — G&G Promotions LLC, Laredo, Texas 1996 – present

- Founded and has led a full-service promotion management company that today produces more than 200 events annually across South Texas.
- Books, negotiates and executes artist contracts and riders; directs marketing, ticketing, production, bar and security operations for every event.
- Promotes concerts, dances, festivals, fundraisers and political rallies, including the Laredo International Fair, Jamboozie, Laredo October Festival, the South Texas Food Bank Fundraiser and the Stockman's Ball, and events at the Casa Blanca Convention Center (owned by the Guerra family for 31 years).
- Has promoted artists including Maná, Los Tigres del Norte, Los Tucanes de Tijuana, Intocable, Ramón Ayala, Maluma and Juan Gabriel.

Chief Executive Officer — Guerra Communications, Laredo, Texas 1994 – present

- Manages the daily operations of two radio stations, KJBZ (92.7) and KRRG (98.1), including marketing, office management and all financial aspects.
- Supervises department managers responsible for more than 60 employees.
- Coordinates all promotions and community involvement, including Toys for Tejanitos, Supply Our Students, the Miss Tejano Pageant and the Santa Rosa Children's Hospital Radiothon.

Claims Department Assistant — State Farm Insurance Company, San Antonio, Texas 1988 – 1993

Professional affiliations

- Member, Promotores Unidos — association of leading promoters in the United States and Mexico; membership approved unanimously.

Boards and civic service

- Laredo Community College Board of Trustees (2002–2010) · City of Laredo Planning and Zoning Commission (2011) · Laredo Chamber of Commerce Board (2017) · Holding Institute Board of Trustees, Chair of Public Relations Committee (2014) · Migrant Council Board (2005) · Telecommunications Advisory Committee (2006) · Ruth B. Cowl Board (2008) · 3rd Vice President, L.I.F.E. (10 years) · Women's City Club (2018)

Awards and recognition

- Business Woman of the Year (2022) · Dama de Oro Award (2011) · Make-A-Wish Fundraiser Award (2010) · LULAC Council Higher Education Award — first woman recipient (2009) · Citizen of the Year, Veterans of Laredo (2002)

Education

- Texas A&M International University, Laredo, Texas — Communications major
- MacArthur High School, San Antonio, Texas

Elaine Guerra

Facilities Manager · Partner

(956) 231-6444 · dakijabe4@gmail.com

Facilities Manager and Partner with more than 30 years of experience managing high-volume events, bar operations and event compliance.

Professional experience

Facilities Manager / Bar Manager / Partner — G&G Promotions, Laredo, Texas 1992 – present

- In charge of all contract labor employees for events.
- Responsible for the company's TABC license, City of Laredo license and Webb County license, and for code enforcement compliance.
- Manages supply orders, bar inventory and event financial reports.

Program Director — Guerra Communications, Laredo, Texas 1995 – 2015

- Programmed multiple music genres for the Laredo market based on audience and market interest.

Licensed Real Estate Agent and Office Manager — JS Imperio Real Estate 2015 – 2020

- Responsible for contracts, organizing open houses and overseeing staff.

Skills

- Money management · bar management · event planning · communication · strategic thinking · radio programming · data entry

Education and licenses

- The University of Texas at Austin
- Texas Real Estate License

Brittnee Housner

Administrative Coordinator · Ticketing and Settlement

(907) 744-2534 · britt.housner@gmail.com · Laredo, Texas

Dedicated administrative coordinator with more than nine years of experience supporting office and event operations. Proficient in managing schedules, organizing events and meetings, streamlining processes, bookkeeping, event ticketing and high-volume cash management. Exceptional attention to detail, problem-solving and communication skills.

Professional experience

Bookkeeper / Event Ticketing — G&G Promotions, Laredo, Texas 2018 – present

- Event contract management and payments, bookkeeping, payroll, accounts receivable and payable, and event ticketing.
- Maintains financial records, reconciles bank statements monthly and prepares financial reports for management.

Administrative Coordinator — Guerra Communications, Laredo, Texas 2018 – present

- Oversees deposits, bill payments, commissions, payroll for 15+ employees, HR onboarding and offboarding, and administrative records.

Administrative Coordinator — Texas AVL, Laredo, Texas 2017 – present

- Oversees deposits, accounts receivable and payable, contracts and scheduling; prepares documents required for private, state and government contracts.

Event Planner / Owner — BH Events Company, Laredo, Texas 2022 – present

- Plans and executes corporate and social events, manages vendors and event staff, budgets and marketing.

Property Manager — Guerra Centre, Laredo, Texas 2018 – present

- Manages a 12-suite commercial property, including leases, maintenance and records.

Skills and tools

- Office administration · project management · budgeting and planning · team leadership · client support · Microsoft Word, Excel and PowerPoint · Eventbrite ticketing platform
- Languages: English (proficient) · Spanish (independent)

Education and service

- Bachelor of Arts, University of Alaska Anchorage (2015–2019)
- Board Member / Treasurer, Voz de Niños (2022–present)

Appendix B — Event Gallery

Outdoor and indoor events produced and promoted by G&G Promotions in South Texas.



Exhibit A Acknowledgment

G&G Promotions LLC has reviewed Exhibit A to RFP 2026-014 and acknowledges the Webb County Fairgrounds facilities that will be used in the performance of the services, including:

- Webb County Fairgrounds Stage Structure (approximately 3,850 sq. ft.)
- Main Box Office / Ticket Booth
- Outdoor Beer Stand
- Indoor Pavilion — HVAC system included
- Indoor Pavilion Concession Stand — coordination with the restaurant/concession operator required for alcoholic beverage sales
- Main entrance to the Fairgrounds from US-59 (7128 E. Saunders St., Laredo, Texas 78043)

G&G Promotions is a Laredo-based firm and is familiar with the Fairgrounds facility, its grounds and its access from US-59. In accordance with Section 1.42 (Inspection of Site), G&G acknowledges that execution of a contract will not relieve it of any obligation due to a failure to visit the site or to examine any form or document. A copy of Exhibit A as issued by the County is attached.

 9/18/24
Belinda Guerra Meurer, Chief Executive Officer, G&G Promotions LLC Date

THIS FORM MUST BE INCLUDED WITH RFP PACKAGE; PLEASE CHECK OFF EACH ITEM INCLUDED WITH RFP PACKAGE AND SIGN BELOW TO COMPLETE SUBMITTAL / CONFIRMATION OF EACH REQUIRED ITEM.

"Promotion Management Services for the Webb County Fairgrounds"

- ☒ Form A Fee Schedule
- ☒ Reference Form
- ☒ Conflict of Interest Form (CIQ)
- ☒ Webb County Code of Ethics Affidavit
- ☒ House Bill 89 Form
- ☒ Senate Bill 252 Form
- ☒ Proof of No Delinquent Tax Owed to Webb County
- ☒ Exhibit A (Promotion Management Services)


Signature of Person Completing this Package

9/18/24
Date

**Webb County Fairgrounds
Facility Use Fee Schedule Form A**

Fairgrounds Concert Stage Venue

(i.e., Concerts, Festivals, and any other ticketed event using fairgrounds)

Webb County Fee	Price Per Ticket Sale	\$	5.00
Non-Profit Organization Fee	Price Per Ticket Sale	\$	5.00
Table Sales & Packages	Commission Percentage		10%

Pavilion Ticketed Events

(i.e., Dances, Comedy Shows, Wrestling, Circus, Boxing, Indoor Concerts, etc.)

Webb County Fee	Price Per Ticket Sale	\$	5.00
Non-Profit Organization Fee	Price Per Ticket Sale	\$	5.00
Table Sales & Packages	Commission Percentage		10%

Rodeo Arena

(i.e., Monster Trucks, Rodeos without Concerts/Entertainment, etc.)

Webb County Fee	Price Per Ticket Sale	\$	5.00
Non-Profit Organization Fee	Price Per Ticket Sale	\$	5.00
Table Sales & Packages	Commission Percentage		10%

In lieu of the Event Promoter/Lessee being charged a leasing fee for the facility, the County's contracted Promotion/Management Services Company shall collect the Facility Fee. Event Promoter/Lessee shall be responsible for liability insurance and security costs.

Authorized Representative Name (Print Name):

Belinda Guerra Meurer

References Form

Please list at minimum five (5) local governmental entities where similar scope of services were provided.

THIS FORM MUST BE RETURNED WITH YOUR OFFER.

REFERENCE ONE

Government/Company Name: Laredo International Fair & Exposition

Address: Hwy 59 East Laredo, Texas 78040

Contact Person and Title: Hugo Flores - Board President

Phone: (956) 237-5092 Fax: _____

Email Address: Hugoflores@lobo-foods.com Contract Period: _____

Description of Goods / Services Provided: G&G Promotions LLC works with the Laredo International Fair &

Exposition to manage concessions, coordinate and book festival entertainment, and oversee event ticketing for the annual fair

and related event.

REFERENCE TWO

Government/Company Name: Laredo Main Street - City of Laredo (Jamboozie)

Address: 1000 Zaragoza St. Laredo, Texas 78040

Contact Person and Title: Nydia Robles - Executive Director

Phone: (956) 523-8817 Fax: _____

Email Address: assistantdirector@laredomain-street.org Contract Period: _____

Description of Goods / Services Provided: _____

G&G Promotions LLC works with Laredo Main Street to coordinate and book all live entertainment for the annual Jamboozie

Festival, including artist scheduling and entertainment logistics.

REFERENCE THREE

Government/Company Name: Texas AVL

Address: 110 E Houston Street 8th Floor San Anotnio, Texas 78205

Contact Person and Title: Andres Garcia - Chief Operating Officer

Phone: 210-952-7870

Fax: _____

Email Address: Andy@texasavl.com

Contract Period: 2009- Present

Description of Goods / Services Provided: _____

Texas AVL as a production vendor, Texas AVL also contracts G&G Promotions LLC for event promotion, talent booking, and entertainment

coordination. These services include assisting with the promotion and booking of artists and entertainment for events both locally and outside

REFERENCE Four

Government/Company Name: Freddie Records

Address: 5879 S Staples St. Corpus Christi, TX 78413

Contact Person and Title: Freddie Martinez Jr.- CEO

Phone: 361-947-1964

Fax: _____

Email Address: Freddiejr@freddierecords.com

Contract Period: 1996-Present

Description of Goods / Services Provided: _____

Our business dealings have included radio promotion, artist booking, and

promotional support for live entertainment and events. Over the years, we have worked together on multiple projects involving artist promotion,

event support, and entertainment coordination.

REFERENCE Five

Government/Company Name: Universal Latin

Address: _____

Contact Person and Title: Pete Gonzalez

Phone: 214-205-4582 Fax: _____

Email Address: pgonzalez@universallatin.com Contract Period: 1994- Present

Description of Goods / Services Provided: G&G Promotions LLC works with Universal Latin, a nationwide music agency,

for artist booking, entertainment coordination, and promotional services for live events in various markets.

- **Additional pages are permitted if more space is required**

Space intentionally left Blank

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

G&G Promotions LLC

- 2** ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

Not Applicable

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes

☐ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐ Yes

☐ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

- 6** ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 
Signature of vendor doing business with the governmental entity

9/18/26

Date

**WEBB COUNTY PURCHASING DEPT.
QUALIFIED PARTICIPATING VENDOR CODE OF ETHICS
AFFIDAVIT FORM**

STATE OF TEXAS *

KNOW ALL MEN BY THESE PRESENTS:

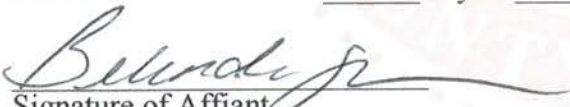
COUNTY OF WEBB *

BEFORE ME the undersigned Notary Public, appeared Belinda Guerra Meurer, the herein-named "Affiant", who is a resident of Webb County, State of Texas, and upon his/her respective oath, either individually and/or behalf of their respective company/entity, do hereby state that I have personal knowledge of the following facts, statements, matters, and/or other matters set forth herein are true and correct to the best of my knowledge.

I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby confirm that I have reviewed and agree to fully comply with all the terms, duties, ethical policy obligations and/or conditions as required to be a qualified participating vendor with Webb County, Texas as set forth in the Webb County Purchasing Code of Ethics Policy posted at the following address: <http://www.webbcountytx.gov/PurchasingAgent/PurchasingEthicsPolicy.pdf>

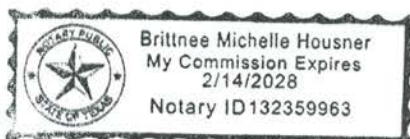
I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby further acknowledge, agree and understand that as a participating vendor with Webb County, Texas on any active solicitation/proposal/qualification that I and/or my company/entity failure to comply with the Code of Ethics policy may result in my and/or my company/entity disqualification, debarment or make void my contract awarded to me, my company/entity by Webb County. I agree to communicate with the Purchasing Agent or his designees should I have questions or concerns regarding this policy to ensure full compliance by contacting the Webb County Purchasing Dept. via telephone at (956) 523-4125 or e-mail to the Webb County Purchasing Agent to joel@webbcountytx.gov.

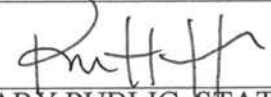
Executed and dated this 18 day of September, 2026.


Signature of Affiant

Belinda Guerra Meurer - G&G Promotions
Printed Name of Affiant/Company/Entity

SWORN to and subscribed before me, this 18th day of September, 2026




NOTARY PUBLIC, STATE OF TEXAS

Offeror: Complete & Return this Form with Response Submission.

House Bill 89 Verification

I, Belinda Guerra Meurer, the undersigned representative of (company or business name) G&G Promotions (heretofore referred to as company) being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:

1. Does not boycott Israel currently; and
2. Will not boycott Israel during the term of the contract.

Pursuant to Section 2270.001, Texas Government Code:

1. "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made ordinary business purposes; and

2. "Company" means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or an limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business association that exist to make a profit.

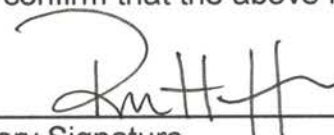

Signature of Company Representative

9/18/26
Date

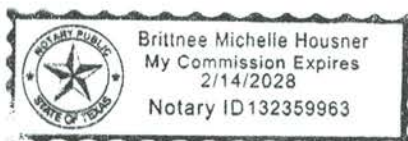
On this 18th day of September, 20 26, personally appeared

Belinda Guerra Meurer, the above named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

Notary Seal


Notary Signature

9/18/26
Date



Offeror: Complete & Return this Form with Response Submission.
Senate Bill 252 Certification

SB 252 CHAPTER 2252 CERTIFICATION I, Belinda Guerra Meurer, the undersigned representative of G&G Promotions (Company or business name) being an adult over the age of eighteen (18) years of age, pursuant to Texas Government Code, Chapter 2252, Section 2252.152 and Section 2252.153, certify that the company named above is not listed on the website of the Comptroller of the State of Texas concerning the listing of companies that are identified under Section 806.051, Section 807.051 or Section 2253.153. I further certify that should the above-named company enter into a contract that is on said listing of companies on the website of the Comptroller of the State of Texas which do business with Iran, Sudan or any Foreign Terrorist Organization, I will immediately notify Mr. Jose Angel Lopez III, Webb County Purchasing Agent at (956) 523-4125 or via email at joel@webbcountytx.gov

Belinda Guerra Meurer Name of Company Representative (Print)

 Signature of Company Representative

9/18/26 Date

PROOF OF NO DELINQUENT TAXES OWED TO WEBB COUNTY

Name G&G Promotions LLC owes no delinquent property taxes to Webb County.

G&G Promotions LLC owes no property taxes as a business in Webb County.
(Business Name)

Belinda Guerra Meurer owes no property taxes as a resident of Webb County.
(Business Owner)

Erica Navarro
Person who can attest to the above information

*** SIGNED NOTORIZED DOCUMENT AND PROOF OF NO DELINQUENT TAXES TO WEBB COUNTY.**

The State of Texas
County of Webb

Before me, a Notary Public, on this day personally appeared Erica Navarro, know to me (or proved to me on the oath of _____) to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this 18th day of September 20 26.

Notary Public, State of Texas



Brittnee Housner

(Print name of Notary Public here)

My commission expires the 18th day of September 2026

D&G

PROMOTIONS PROJECTS



EXHIBIT A

WEBB COUNTY FAIRGROUNDS STAGE STRUCTURE (APPROXIMATELY 3,850 SQ.FT.)



WEBB COUNTY FAIRGROUNDS MAIN BOX OFFICE / TICKET BOOTH



EXHIBIT A

WEBB COUNTY FAIRGROUNDS OUTDOOR BEER STAND



WEBB COUNTY FAIRGROUNDS INDOOR PAVILION – HVAC SYSTEM INCLUDED.



EXHIBIT A

WEBB COUNTY FAIRGROUNDS INDOOR PAVILION CONCESSION STAND (COORDINATION WITH RESTAURANT / CONCESSION OPERATOR REQUIRED). – REF: ALCHOLIC BEVERAGE SALES



EXHIBIT A

MAIN ENTRANCE VIEW TO WEBB COUNTY FAIRGROUNDS

