



**ARIZONA**  
THE GRAND CANYON STATE

**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY  
EL DIABLITO ASU ALUMNI CLUB

**Title  
Sponsors**



**QUECHAN**  
CASINO • RESORT



**\$5**  
Entry Fee  
Under 12  
Free

**Music  
Entertainment**

**Saturday  
December 16th**  
Festival Kick Off at 11 am

**Follow the event on social media using #STF23**  
Post your pictures, highlight your favorite vendor and share with friends and family

Download the 2023  
Somerton Tamale  
Festival app.

(Apple Store Only)



**X**  
**@smtntamalefest**



**facebook.com/  
asueldiablito**



**Instagram**  
**@smtntamalefest**



**Website**  
**somertontamalefestival.com**



# Join us at the Somerton Tamale Festival and follow us on social media with #STF23.

Join us at the Somerton Tamale Festival and follow us on social media with #STF23.

**The Arizona State University (ASU) El Diablito Alumni Chapter** is proud to sponsor the 16th Annual

Somerton Tamale Festival, the largest food festival in the Southwest.

The event was born to recognize the collective hard work of the community and its commitment to higher

education. Many hard working families support college students by working the holidays or organizing

fundraisers to support higher education. The festival celebrates this commitment and tradition. This all-day event features music, cultural dances, and a variety of tamales which have attracted a range of people from winter residents, youth, and families.

The ASU El Diablito Alumni Chapter, along with the Arizona Office of Tourism, the City of Somerton, Coors Light, Precision Agricola, Chuqui Nice Farms, Paradise Casino, Quechan Casino and Resort, Telemundo and many local sponsors come together to support higher education and community engagement.

This event features over 30 tamale vendors, music performances and showcases community non-profits and school clubs. The Festival has attracted up to 30,000 in past years.

The ASU El Diablito Alumni Club has helped students achieve their goal of attending college since 2023 by providing over \$430,000 in scholarships to local students attending ASU. The Somerton Tamale Festival has helped boost the local economy by attracting thousands of visitors.

Event proceeds benefit the 2023 El Diablito Sun Devil Fund Scholarship. Applications are due Friday, April 19, 2024. Download a copy of the scholarship application at:

<http://www.somertontamalefestival.com/scholarship>

Follow the event on social media using #STF23, post your pictures, highlight your favorite vendor and share with friends and family.

Download the 2023  
Somerton Tamale Festival app.



X @smtntamalefest ▪ Instagram @smtntamalefest ▪ Facebook: [www.facebook.com/asueldiablito](https://www.facebook.com/asueldiablito) ▪ [somertontamalefestival.com](https://www.somertontamalefestival.com)





# Parking Map







## El Diablito Stage (East)

- 11:00** Broadcasted by Channel 11 News Cast  
Introduction/Mayor's Welcome  
Star Spangled Banner by Alayna Pallanes  
Yuma County Sheriff's Office Color Guard
- 11:30** Yuma Jazz Company
- 12:30** Big Boss Band  
(Classic Blues, Oldies but Goodies)
- 1:30** **Best Tamale Awards (Judges)**  
**Tamale Eating Contest**  
**Sponsor Appreciation**
- 2:00** Rate R (Classic and Alternative Rock)
- 3:00** **Scholarship Information**
- 3:30** Gwynn Sisters (Country)
- 4:30** Tanner Gomes (Country)
- 6:00** Juan Olivas (Regional Mexicano)
- 7:30** Michael Salgado (Regional Mexicano)
- 10:00** **Voz De Mando (Regional Mexicano)**  
Featuring DJ WONKA between performances



## Sun Devil Stage (West)

|       |  |
|-------|--|
| 11:00 | Somerton Middle School Cheer             |
| 11:05 | Somerton School District Folkloric Group |
| 11:20 | Kofa Choir                               |
| 11:40 | Kofa Orchestra                           |
| 12:00 | Kofa Band                                |
| 12:30 | Skye Dance Studio                        |
| 12:40 | Folklorico Maya del Centro Cultural      |
| 1:30  | Kofa Royallaires Dance                   |
| 1:45  | Castle Dome Dance                        |
| 2:00  | Jazz of Yuma (JOY)                       |
| 3:00  | Grupo de Danza Rio Colorado              |
| 3:05  | Glam Dance                               |
| 3:25  | Grupo de Danza Rio Colorado              |
| 3:30  | SolArena Flamenco                        |
| 4:00  | Fuego Dance Studio                       |
| 4:15  | Compania de Danza SolAzteca              |

**Sponsor**





# 2023 Tamale Vendors

\$3 for each Tamale, Combo Plates \$10

SPACE # TYPES

- 1 Pork, beef, spinach with cheese, combo w/rice & beans, champurrado
- 2 Pork, green chile w/cheese, fruit, combo w/rice & beans, champurrado
- 3 Beef, pork, green chile w/cheese, combo w/beans & mac salad, champurrado, coffee, hot chocolate
- 4 Beef, pork, chicken, cheese & jalapeno, combo w/rice & beans, champurrado
- 5 Beef, pork, pork chops, chicken, green chile w/cheese, sweet corn, pineapple, combo w/beans & mac salad, champurrado

SPACE # TYPES

- 6 Chicken, beef, pork, cheese, sweet corn, pineapple
- 7 Beef, pork, chili & cheese, spinach w/cream cheese, strawberry, pineapple, sweet corn, apple cinnamon, champurrado
- 8 Pork, beef, chicken, corn, sweet, pineapple, chilw w/cheese, combo w/mac salad & beans, hot chocolate
- 9 Pork, beef, chicken, corn, chile w/cheese, shrimp, combo w/beans & salad, champurrado
- 10 Beef, pork, shrimp, sweet corn, combo w/ mac salad & beans, champurrado
- 11 Pork, red chili, green chile chicken, sweet corn, abuelita chocolate, strawberry w/chocolate, pineapple, date, strawberry, keto chicharron, champurrado





| SPACE # | TYPES |
|---------|-------|
|---------|-------|

- 12 Pork, beef, chicken, corn, combo w/mac salad & beans, champurrado
- 13 Pork, beef, chicken, corn, combo w/mac salad & beans, champurrado
- 14 Pork, beef, mix(B&P), corn, champurrado
- 15 Pork, beef, mix (B&P), combo w/mac salad & beans, champurrado, hot chocolate
- 16 Pork, beef, chicken, corn, sweet, chile w/cheese, pineapple, combo mac salad & beans, hot choc
- 17 Chicken, beef, pork, cheese, sweet corn, pineapple
- 18 Pork, beef, chicken, sweet corn, chile w/cheese, pineapple, strawberry, champurrado
- 19 Beef, vegetarian, combo w/salad & beans, champurrado

| SPACE # | TYPES |
|---------|-------|
| 1       | 1     |
| 2       | 1     |
| 3       | 1     |
| 4       | 1     |
| 5       | 1     |
| 6       | 1     |
| 7       | 1     |
| 8       | 1     |
| 9       | 1     |
| 10      | 1     |
| 11      | 1     |
| 12      | 1     |
| 13      | 1     |
| 14      | 1     |
| 15      | 1     |
| 16      | 1     |
| 17      | 1     |
| 18      | 1     |
| 19      | 1     |
| 20      | 1     |
| 21      | 1     |
| 22      | 1     |
| 23      | 1     |
| 24      | 1     |
| 25      | 1     |
| 26      | 1     |
| 27      | 1     |
| 28      | 1     |
| 29      | 1     |
| 30      | 1     |
| 31      | 1     |
| 32      | 1     |
| 33      | 1     |
| 34      | 1     |
| 35      | 1     |
| 36      | 1     |
| 37      | 1     |
| 38      | 1     |
| 39      | 1     |
| 40      | 1     |
| 41      | 1     |
| 42      | 1     |
| 43      | 1     |
| 44      | 1     |
| 45      | 1     |
| 46      | 1     |
| 47      | 1     |
| 48      | 1     |
| 49      | 1     |
| 50      | 1     |
| 51      | 1     |
| 52      | 1     |
| 53      | 1     |
| 54      | 1     |
| 55      | 1     |
| 56      | 1     |
| 57      | 1     |
| 58      | 1     |
| 59      | 1     |
| 60      | 1     |
| 61      | 1     |
| 62      | 1     |
| 63      | 1     |
| 64      | 1     |
| 65      | 1     |
| 66      | 1     |
| 67      | 1     |
| 68      | 1     |
| 69      | 1     |
| 70      | 1     |
| 71      | 1     |
| 72      | 1     |
| 73      | 1     |
| 74      | 1     |
| 75      | 1     |
| 76      | 1     |
| 77      | 1     |
| 78      | 1     |
| 79      | 1     |
| 80      | 1     |
| 81      | 1     |
| 82      | 1     |
| 83      | 1     |
| 84      | 1     |
| 85      | 1     |
| 86      | 1     |
| 87      | 1     |
| 88      | 1     |
| 89      | 1     |
| 90      | 1     |
| 91      | 1     |
| 92      | 1     |
| 93      | 1     |
| 94      | 1     |
| 95      | 1     |
| 96      | 1     |
| 97      | 1     |
| 98      | 1     |
| 99      | 1     |
| 100     | 1     |

- 20 Beef, combo w/beans & rice, champurrado, coffee
- 21 Beef, sweet, chile w/cheese, champurrado, hot chocolate
- 22 Oaxaquenos, red chile, green chile, corn, champurrado
- 23 Guatamalan, mexican red and green chile, combo w/ salad & beans, champurrado, coffee
- 24 Chicken, banana leaf & beef, chile w/cheese, champurrado
- 25 Green pork, red beef, chile w/cheese, combo w/rice, beans & mac salad, champurrado
- 26 Beef, pork, combo w/beans & rice







**ARIZONA**  
THE GRAND CANYON STATE

**ASU ALUMNI**  
ARIZONA STATE UNIVERSITY  
EL DIABLITO ASU ALUMNI CLUB



**NOTICIAS**  
3 YUMA EL CENTRO



**Sun Devil Stage Sponsor**





## Ticket Booth Sponsor

**Karnas Law Firm, PLLC**  
LICENSED IN ARIZONA AND CALIFORNIA

**EL DORADO**  
RADIO · EVENTS · DIGITAL



## Best Tamale Vendor Award Sponsor



## Tamale Eating Contest Sponsor



**Yuma Rehabilitation Hospital**

an affiliation of **Encompass Health** and **YUMA REGIONAL MEDICAL CENTER**

## T-Shirt Sponsor



## Festival Sponsors







# YOU ARE INVITED TO THESE UPCOMING EVENTS IN BEAUTIFUL SOMERTON AZ

**Brought  
to You By**



**#ChuladaDePueblo**



**FRIDAY, DECEMBER 15TH, 2023**

The **14th Annual Somerton Light Parade**. This event is a kick-off to the Somerton Tamale Festival and an opportunity for our residents to get into the Holiday Spirit.



**SATURDAY, FEBRUARY 3RD, 2024**

**Somerton Petpalooza** is an event where all pet owners have an opportunity to register and vaccinate their fur babies.



**SATURDAY, MARCH 16TH, 2024**

**Somerton Greater Days** celebrates the incorporation of the City of Somerton.



**SATURDAY, MARCH 16TH, 2024**

This is an event where Chelada Mix vendors are competing for the Best Chelada in South County.



# Program Sponsors



## Media Sponsors







**SAVE  
THE  
DATE!**

**Saturday,  
December 21, 2024**

**Vote for the Somerton  
Tamale Festival as the  
2023 Best Community Event**

**Vote Here:  
[www.BestInYuma.com](http://www.BestInYuma.com)**

