

PARTNERSHIP OPPORTUNITY

REY FEO

78 Honoring Tradition.
Cherishing the Present.
Building the Future.



ABOUT REY FEO

MORE THAN A TITLE. IT'S A MOVEMENT.

The Legend & History

Roots of Resilience: Born from a medieval Spanish tradition where the common people elected one of their own to uplift their community.

San Antonio Tradition: Established locally in 1947, Rey Feo ("The Ugly King") has evolved into a symbol of inclusion and community service.

Fiesta Royalty: Officially invited to join Fiesta San Antonio in 1980. Today, Rey Feo reigns alongside King Antonio as a goodwill ambassador, presiding over the 11-day citywide celebration.

Education First

The Foundation: A 501(c)(3) non-profit organization dedicated strictly to raising funds for scholarships.

Community Outreach: The Royal Court visits 78+ schools annually, inspiring youth to stay in school and pursue excellence.

Expanded Scope: Scholarships now support University degrees, Trade certifications, and First Responder training.

Degree Program

\$11 Million+ raised since 1976

7,000+ students empowered to attend college or trade school.

Over 1000 applicants over 2024-2025

\$4,000 for the first year

\$10,000 for four years

Trade and Vocational

\$400k awarded for the first time in 2025

138 different trades represented

Certification and Licensing Programs

\$2,000 for the first year

\$4,000 for two years

First Responder

Initiated in 2025 for presentation in 2026

\$1,000 for the first year

\$2,000 for two years



RONNIE SUAREZ



OUR STORY

A Piece of History: Pictured are the real outfits worn by Ronnie and Stephanie when they were children.

OUR STORY

MORE THAN A TITLE. IT'S A MOVEMENT.

Our journey began long before this moment, when Stephanie and I were just children growing up in San Antonio.

Every Fiesta season, our families took us to the festivals, where we stood wide-eyed along the parade routes watching the dreamy, colorful floats glide past us. The music, the energy, the pride of our city surrounded us. We cheered not just for the celebration, but for what it represented: history, family, and community.

In our schools, the arrival of Rey Feo and his royal court felt larger than life. We listened as they spoke about education, service, and the responsibility we all share to uplift the next generation.

Those moments stayed with us.

Because the little mariachi and the little señorita we once were never really left. They grew up with us. They shaped our love for this city, our respect for its traditions, and our belief that service to our community is both a privilege and a responsibility. And today, standing here, we realize something powerful.

The same spirit that once inspired us as children is the same spirit that calls us forward now. To honor our heritage, to invest in education, and to serve with purpose wherever our community needs us most.

Because at its heart, the mission of Rey Feo has always been about one simple but powerful truth:

The dreams we inspire in our children today become the leaders who serve our community tomorrow.

ABOUT RONNIE

Ronnie Suarez is the Founder & CEO of Integrity Roofing and Siding, a family-owned, award-winning company proudly serving San Antonio and surrounding areas for over 20 years. Under his leadership, Integrity has serviced thousands of roofing and siding projects for homes and businesses, earning a reputation for exceptional craftsmanship and customer care.

He is a proud alumnus of Central Catholic High School, where he began to build a deeper connection to his faith and moral compass. Ronnie further honed his entrepreneurial skills by working toward his business degree through foundational courses at San Antonio College. He is grateful for his time with Alamo Community College where he learned essential tools that laid the foundation for his growth as a visionary business leader. Ronnie has always prioritized giving back to San Antonio. Alongside his wife and co-owner Stephanie Suarez, he actively supports a wide array of nonprofits focused on education, poverty alleviation, and health.

Ronnie's commitment extends to cultural and educational leadership as a dedicated member of the Rey Feo Consejo Educational Foundation. He served as Day and Administrative Minister on the court of Rey Feo LXXV John McFadden, helping raise a record breaking amount of funds for scholarships to empower San Antonio's youth. Now a candidate for Rey Feo 78, Ronnie continues to champion wellness-for-education initiatives, blending his business acumen with a passion for community upliftment.

A devoted family man, Ronnie cherishes time with Stephanie and their children, Madison, Matthew, and Max, enjoying family dinners, sporting events, travel, and outdoor activities. Through his business and his philanthropic work, Ronnie exemplifies how integrity and generosity can build stronger homes and brighter futures for San Antonio.



RONNIE SUAREZ

ABOUT STEPHANIE SUAREZ

Stephanie B. Suarez is the Co-Owner and Vice President of Integrity Roofing and Siding, an award-winning family business serving San Antonio for over two decades. Her business leadership is grounded in a robust public sector career, including roles as Chief of Staff at San Antonio Water System (SAWS) and in government relations for VIA Metropolitan Transit. A distinguished civic leader, Stephanie served as Co-Chair for Leadership San Antonio (LSA) Class 47 and has been a steering committee member for three other classes, demonstrating her long-standing commitment to the city's growth.

A recipient of the San Antonio Business Journal's 40 Under 40 Award, Stephanie channels her expertise into philanthropy with a focus on health initiatives, education and youth mentorship. She currently serves on the San Antonio Hispanic Chamber of Commerce Board and as a new member of the Military-Civilian Club of San Antonio, where she supports initiatives that strengthen collaboration, community engagement, and service between military personnel and local civic leaders. Holding a Master of Public Administration from UTSA and a B.A. in Economics from St. Mary's University, Stephanie is a passionate advocate for helping the next generation achieve their goals through both college education and professional trade certifications.



THE SUAREZ FAMILY



RONNIE SUAREZ



"Our aim is to have a reputation known for caring for our customers and community, and serving as part of the fabric of our city."

RONNIE SUAREZ

OUR VISION

MORE THAN A TITLE. IT'S A **MOVEMENT.**

THE REALITY

San Antonio's future relies on the educational success of our youth. But education requires more than books, it requires a healthy foundation.

THE MISSION

Rey Feo 78 is broadening the scope of the reign to focus on "Wellness for Education." We are partnering with industries, public and private institutions and non-profits to support the whole student: **Mind, Body, and Spirit.**

THE GOAL

To raise proceeds for scholarships and impact thousands of students through direct engagement.



RONNIE SUAREZ

A photograph of three young children in a school hallway. In the foreground, a girl with long dark hair in a white tank top looks off to the side. Behind her, a boy in a grey t-shirt and a girl in a yellow shirt are looking in the same direction. The girl in yellow is holding a long, colorful paper streamer. In the background, two adults are standing near a doorway. One adult is wearing a denim jacket over an orange shirt, and the other is wearing an orange t-shirt and holding a red shopping bag. The hallway has a tiled floor and a bulletin board with a yellow paper cutout of a person's head.

**RAISING FOR SCHOLARSHIPS.
EMPOWERING THROUGH EDUCATION.**

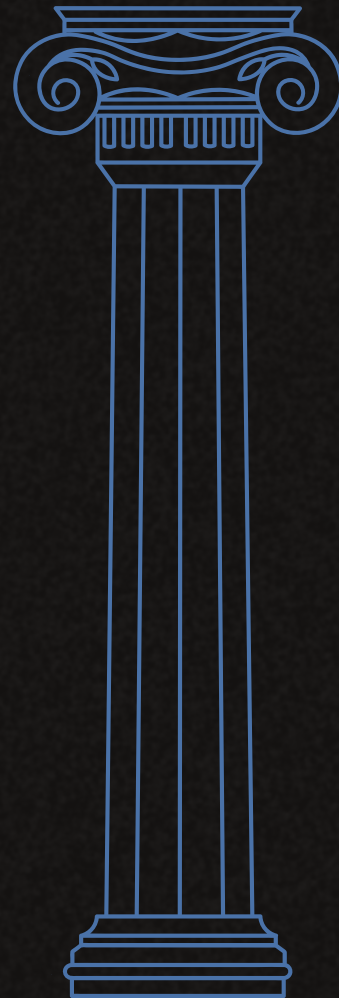
THE THREE PILLARS

FUNDRAISING FOR SCHOLARSHIPS. EMPOWERING THROUGH EDUCATION.



NUTRITION

Fueling the body for academic success.

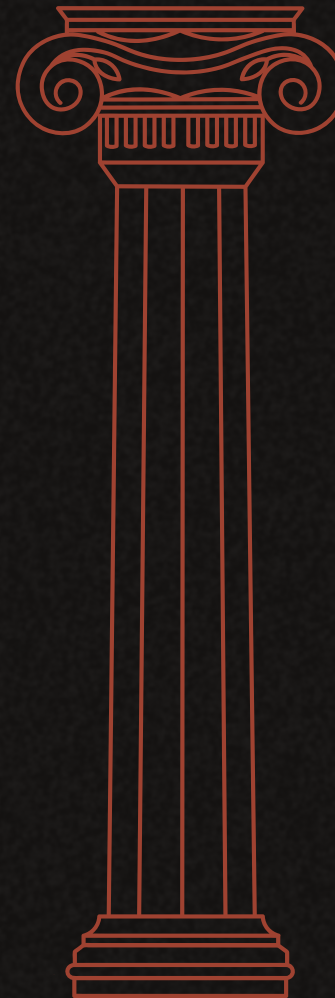


PILLARS



MINDFULNESS

Mental health tools for focus and resilience.



FOR



SPIRIT

Fostering community pride, leadership, and personal growth.



EDUCATION

THE ROADMAP

OUR JOURNEY OF UPLIFTING YOUTH

The Launch

Rey Feo 78 community launch with multiple high-profile events and multi-media campaigns.

May 2026

Community Engagement

Community and stakeholder presentations, Signature Event Series, collaborations, and participation in local community events.

August 2026

Education Engagement

Online educational tools exclusively available for Reign Champions and cherished school visit campaigns, visiting thousands of students at all educational levels.

January 2027

The Royal Celebration

The Road to Fiesta attending community wide celebrations and parades. Be part of this unique legacy where our city celebrates for 11 days, all for the purpose to fund the needs of our non-profit communities.

April 2027

The Grand Finale

Celebrate the impact of your generosity as we award the scholarship recipients at the annual ceremony.

August 2027



RONNIE SUAREZ

BENEFITS

FOR REIGN CHAMPIONS

COMMUNITY IMPACT
HIGH VISIBILITY
MEDIA INTEGRATION
HOSPITALITY
VIP ACCESS



THE TEAM

The Rey Feo 78 Reign is supported by a dedicated executive committee ensuring fiscal responsibility and maximum impact.

KYLIE RODRIGUEZ
REINA DE LA FERIA DE LAS FLORES

TRACY WALTERS BADILLO
REINA LINDA XIII

RONNIE SUAREZ
REY FEO 78
PRESIDENT, INTEGRITY ROOFING & SIDING

STEPHANIE SUAREZ
ROYAL CONTESSA
VICE PRESIDENT, INTEGRITY ROOFING & SIDING

ERNIE ZUNIGA
PRIME MINISTER
NEWS ANCHOR, KSAT12

RAUL JIMENEZ
DAY MINISTER
REAL ESTATE BROKER ASSOCIATE, THE SCHRADER GROUP

KARRIE FRISTOE
EXECUTIVE MINISTER
COLONEL (RETIRED), U.S. ARMY

BRIAN MASON
FINANCE MINISTER
PRESIDENT OF MASON TAX & BUSINESS SOLUTIONS

DEREK BOESE
NIGHT MINISTER
GENERAL MANAGER & CEO, SAN ANTONIO RIVER AUTHORITY

DINA BOLEY
MILITARY/COMMUNITY ENGAGEMENT MINISTER
DIRECTOR OF PUBLIC RELATIONS, CAVENDER AUTO GROUP

GABRIELLE URIBE
EDUCATION/ADMINISTRATIVE MINISTER
SALES ACCOUNT EXECUTIVE, MOBIUS PARTNERS

REY ARANDA
ADVANCE MINISTER
PRESIDENT, 3 KINGS TRANSPORT, LLC

CATHERINE HERRERA
EVENTS MINISTER
ROYAL CONSORT, REY FEO LXVII

KJ FEDER
HISTORIAN/PUBLIC ENGAGEMENT MINISTER
SR. DIRECTOR OF COMMUNITY ENGAGEMENT, CPS ENERGY

KYLE GROTHUES
TRANSPORTATION MINISTER
PRESIDENT, GUADALUPE LUMBER COMPANY

NATALIE GAMEZ
ADVOCACY MINISTER
SPOKESPERSON, GAMEZ LAW FIRM

JOSEPH GAMEZ
BRANDING MINISTER
MARKETING MANAGER, THE GAMEZ LAW FIRM



RONNIE SUAREZ



RONNIE SUAREZ

REIGN WITH US

WE ARE LOCKING IN OUR FOUNDING REIGN PARTNERS
FOR THE 2026-2027 SEASON.

LET'S MAKE HISTORY TOGETHER.



RONNIE A. SUAREZ