



SPIRIT OF TEXAS FESTIVAL SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OFFER SPIRIT OF TEXAS \$50,000

This **exclusive offer** includes the opportunity for a Company Representative to speak at the Guinness World Record Chili Weigh-In Ceremony, World Record Major League Chili Eating Contest and the Guinness World Record 2-Step Attempt. This exclusive sponsor will have the opportunity to offer promotions and giveaways during the entire 10 day event.

Exclusive:

- ★ PRESENTING SPONSOR for the 2017 Spirit of Texas Festival
- ★ Presenting Sponsor is the exclusive industry partner
- ★ Opportunity to be 2018 Spirit of Texas Fest Presenting Sponsor
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ Co-Host VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Logo on cups and napkins
- ★ Opportunity to welcome guests and show video
- ★ Inclusion in ALL event coverage
- ★ VIP Parking
- ★ Recognized on website, invitations, event signage, e-correspondence and event presentation and event with “**(Sponsor) Presents Spirit of Texas Festival**”

Signage:

- ★ (4) Banners premium areas
- ★ Event signage at all stages and Chili Pot area to ensure maximum media exposure
- ★ Recognition as Presenting Sponsor on Event Sponsor Board

Media:

- ★ Inclusion of name/logo on all event materials, websites, print and social media
- ★ Press Release(s) announcing partnership
- ★ Weekly Social Media postings regarding Sponsor Partnerships



- ★ Full Page 4 color ad in Spirt Of Texas Festival Magazine
- ★ Full page story in Spirt Of Texas Festival Magazine
- ★ Full page story in Spirt Of Texas Festival Magazine
- ★ Feature story about Presenting Sponsor in Spirt Of Texas Festival Magazine online magazine (4x yearly)
- ★ Sponsor story will be included in the Spirit of Texas Festival Cook Book
- ★ Featured positioning on Spirit of Texas websites2
- ★ Name and/or logo on press related materials
- ★ *Copy of all event videos, photos & data collection*

Event Programing:

- ★ Announcement of company name and recognition throughout SOTF event(s) as Presenting Sponsor
- ★ Opportunity for sponsor to speak at event(s) throughout the 4 days
- ★ Complimentary booth space in premium area
- ★ On stage recognition during presentation of Guinness World Record Certificates for successful record breaking attempts- Chili, Chili Pie & 2-Step and photo opportunities.
- ★ (2) Complete VIP Corporate Stirrer Team Packages
- ★ Sponsor Branded event tickets for public distribution throughout the area
- ★ Artist proof (signed) of event poster



GUINNESS WORLD RECORD SPONSOR OFFERS

GUINNESS WORLD RECORD 2-STEP \$25,000

GUINNESS WORLD RECORD CHILI \$25,000

GUINNESS WORLD RECORD CHILI PIE \$25,000

Exclusive:

- ★ **GUINNESS WORLD RECORD SPONSOR NAMING RIGHTS** for the 2017 Spirit of Texas Fest
- ★ Exclusive Industry Partner
- ★ Opportunity to be 2018 Spirit of Texas Fest Exclusive Industry Partner
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (8) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion in event media coverage

Signage:

- ★ (2) Banner in premium areas
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as World Record World Record Sponsor on Event Sponsor Board
- ★ Recognition of World Record Sponsor by Guinness World Records
- ★ Sponsor Logo on exclusive World Record T-Shirts

Media:

- ★ Sponsor Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as World Record Sponsor
- ★ Weekly Social Media postings
- ★ Full Page 4 color ad in Spirit Of Texas Festival Magazine
- ★ Full page story in Spirit Of Texas Festival Magazine
- ★ Feature story about Sponsor in Spirit Of Texas Festival Magazine online magazine (4x yearly)
- ★ Sponsor story will be included in the Spirit of Texas Cook Book
- ★ Featured positioning on Spirit of Texas websites
- ★ Name and/or logo on press related materials
- ★ *Copy of all event videos, photos & data collection*



Event Programing:

- ★ Announcement of company name and recognition throughout SOTF event(s) as World Record Sponsor
- ★ Opportunity for sponsor to speak at event(s) throughout the 4 days
- ★ Complimentary premium booth space
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ On stage photo opportunities during Guinness World Record record breaking attempts
- ★ Sponsor Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



SPONSOR OFFER

**MUSIC SPONSOR,
CRAFT BEER GARDEN
OR
SPIRITS
\$ 25,000**

Exclusive:

- ★ **MUSIC SPONSOR OR CRAFT BEER GARDEN NAMING RIGHTS** for the 2017 Spirit of Texas Fest
- ★ Exclusive Industry Partner
- ★ Opportunity to be 2018 Spirit of Texas Fest Exclusive Industry Partner
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (8) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion In ALL Event Media Coverage

Signage:

- ★ (2) Banners In Premium Areas
- ★ Sponsor Signage At Main Stage Insuring Maximum Media Exposure
- ★ Recognition As Music Sponsor on Event Sponsor Board

Media:

- ★ Sponsor Inclusion Of Name/Logo On Event Materials, Websites, Print And Social Media
- ★ Press Release Announcing Partnership As Music Sponsor
- ★ Weekly Social Media Postings
- ★ Full Page 4 Color Ad In Spirit Of Texas Festival Magazine
- ★ Full Page Story In Spirit Of Texas Festival Magazine
- ★ Feature Story About Sponsor In Spirit Of Texas Festival Magazine Online Magazine (4x yearly)
- ★ Sponsor Story Will Be Included In The Spirit of Texas Cook Book
- ★ Featured Positioning On Spirit of Texas Websites
- ★ Name And/Or Logo On Press Related Materials
- ★ *Copy Of All Event Videos, Photos & Data Collection*



Event Programing:

- ★ Announcement Of Sponsor Name & Recognition Throughout SOTF Event(s) As Music or Craft Beer Garden Sponsor
- ★ Opportunity For Sponsor To Speak At ALL event(s) Throughout The 4 Days
- ★ Complimentary Premium Booth Space
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ On Stage Photo Opportunities During Guinness World Record Record Breaking Attempts & Music Performances
- ★ Sponsor Branded Event Tickets For Public Distribution
- ★ Signed Artist Proof Of Event Poster



SPONSOR OFFER

**MEDIA TV
MEDIA RADIO
OR
PRINTER
\$ 25,000**

Exclusive:

- ★ **EXCLUSIVE INDUSTRY PARTNER MEDIA OR PRINT SPONSOR** for the 2017 Spirit of Texas Fest
- ★ Opportunity to be 2018 Spirit of Texas Fest Exclusive Industry Partner
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (8) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion In Event Media Coverage
- ★ Participation In VIP Lounge Area

Signage:

- ★ (2) Banners In Premium Areas
- ★ Sponsor Signage At Main Stage Insuring Maximum Media Exposure
- ★ Recognition As Music Sponsor on Event Sponsor Board

Media:

- ★ Sponsor Inclusion Of Name/Logo On Event Materials, Websites, Print And Social Media
- ★ Press Release Announcing Partnership As Music Sponsor
- ★ Weekly Social Media Postings
- ★ Full Page 4 Color Ad In Spirit Of Texas Festival Magazine
- ★ Full Page Story In Spirit Of Texas Festival Magazine
- ★ Feature Story About Sponsor In Spirit Of Texas Festival Magazine Online Magazine (4x yearly)
- ★ Sponsor Story Will Be Included In The Spirit of Texas Cook Book
- ★ Featured Positioning On Spirit of Texas Websites
- ★ Name And/Or Logo On Press Related Materials
- ★ *Copy Of All Event Videos, Photos & Data Collection*



Event Programing:

- ★ Announcement Of Sponsor Name & Recognition Throughout SOTF Event(s) As Music or Craft Beer Garden Sponsor
- ★ Opportunity For Sponsor To Speak At ALL event(s) Throughout The 4 Days
- ★ Complimentary Premium Booth Space
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ On Stage Photo Opportunities During Guinness World Record Record Breaking Attempts & Music Performances
- ★ Sponsor Branded Event Tickets For Public Distribution
- ★ Signed Artist Proof Of Event Poster



SPONSOR OFFER

PINTEREST FAIR \$12,500
IDEA VILLAGE \$12,500
TRADING MARKET \$12,500
MAJOR LEAGUE EATING CONTEST \$12,500

Exclusive:

- ★ **NAMING RIGHTS TO SPIRIT OF TEXAS PINTEREST FAIR, IDEA VILLAGE, TRADING MARKET OR MAJOR LEAGUE EATING CONTEST OR** for the 2017 Spirit of Texas Festival
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (6) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Major Sponsor Inclusion In Event Media Coverage
- ★ Opportunity For Sponsor To Provide Specialty T-Shirts For Pinterest Fair Makers & Participants or Idea Village Presenters & Participants (School Children from Across the Brazos Valley) or Trading Market
- ★ MLE Sponsor may provide Commemorative Shirts for Eating Contest participants

Signage:

- ★ Sponsor Banner In Premium Area
- ★ Sponsor Signage At Main Stage Insuring Maximum Media Exposure
- ★ Recognition As Major Sponsor On Event Sponsor Board
- ★ Speciality Sponsor Logo On All **SPONSOR EVENT** Tenting & Signage,

Media:

- ★ Inclusion Of Name/Logo On Event Materials, Websites, Print & Social Media
- ★ Press Release(s) Announcing Partnership Major Sponsorship
- ★ Weekly Social Media postings
- ★ Full Page 4 color ad in Spirt Of Texas Festival Magazine
- ★ Full page story in Spirt Of Texas Festival Magazine
- ★ Feature story about Sponsor in Spirt Of Texas Festival Magazine online magazine (4x yearly)
- ★ Sponsor story will be included in the Spirit of Texas Festival Cook Book
- ★ Featured positioning on Spirit of Texas website



- ★ Name and/or logo on press related materials
- ★ *Copy of all event videos, photos & data collection*

Event Programing:

- ★ Announcement of company name and recognition throughout SOTF events
- ★ Opportunity for sponsor to speak at event(s) throughout the 4 days
- ★ Complimentary 10x10 premium booth space
- ★ (1) Complete VIP Corporate Stirrer Team Packages
- ★ On stage photo opportunities during Guinness World Record record breaking attempts
- ★ Sponsor Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**SPONSOR OFFER
HERO'S SALUTE
\$10,000 CHARITY BBQ COOK-OFF
\$10,000**

Exclusive:

- ★ **NAMING RIGHTS TO HERO'S SALUTE \$10,000 CHARITY BBQ COOK-OFF** For the 2017 Spirit of Texas Festival
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion in media event coverage
- ★ Inclusion of Name & Sponsor Logo on all Hero's Salute event materials
- ★ Opportunity for sponsor representative(s) to present BBQ awards
- ★ Opportunity for sponsor to provide specialty t-shirts for BBQ judges & participants
- ★ Opportunity for sponsor representatives to serve as BBQ judges

Signage:

- ★ Sponsor Banner insuring maximum media exposure
- ★ Recognition as Hero's Salute \$10,000 Charity BBQ Cook-Off Sponsor on Event Sponsor Board
- ★ Banner & Signage at BBQ Area
- ★ Specialty Stage Signage during BBQ Awards Ceremonies
- ★ Speciality Sponsor Logo at **BBQ JUDGE** Tenting & BBQ Areas

Media:

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as Presenting Sponsor of the \$10,000 Charity BBQ Cook-Off
- ★ Weekly Social Media postings
- ★ Full Page 4 color ad in Spirt Of Texas Festival Magazine
- ★ Feature Full page story in Spirt Of Texas Festival Magazine
- ★ Feature story about Sponsor in Spirt Of Texas Festival Magazine online magazine (4x yearly)
- ★ Sponsor Logo story included on cover of the Spirit of Texas Festival Cook Book
- ★ Sponsor story will be included in the Spirit of Texas Festival Cook Book



- ★ Featured positioning on Spirit of Texas website
- ★ Name and/or logo on press related materials
- ★ *Copy of all event videos, photos & data collection*

Event Programming:

- ★ Announcement of company name and recognition throughout SOTF events
- ★ Opportunity for sponsor to speak at event(s) throughout the 4 days
- ★ Complimentary premium booth space at event
- ★ (1) Complete VIP Corporate Stirrer Team Packages
- ★ Branded event tickets for distribution
- ★ Signed Artist proof of event poster



SPONSOR OFFER

NOT YOUR MAMMA'S PIE CONTEST HOWDY AMBASSADOR PAGEANT OR MAIN STAGE \$7,500

Exclusive:

- ★ **NAMING RIGHTS TO PIE CONTEST OR HOWDY AMBASSADOR PAGEANT OR MAIN STAGE FOR** the 2017 Spirit of Texas Festival
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (2) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Inclusion in media event coverage
- ★ Inclusion of Name & Sponsor Logo on Event Materials
- ★ Opportunity For Sponsor Representative(s) To Present Awards On Stage
- ★ Opportunity For Sponsor To Provide Specialty T-Shirts for Pie Contest or Ambassador Pageant Judges & Participants
- ★ Opportunity For Sponsor Representatives To Serve in (1) Judge Position
- ★ *Opportunity for Ambassadors to appear at Sponsor Functions and in Sponsor Advertisement*

Signage:

- ★ Banner In Premium Area
- ★ Stage Sponsor to have signage at Main Stage
- ★ Contest Sponsor Logos & signage at Contest Tenting
- ★ Specialty Stage Signage During Judging and Awards Ceremonies of Pie Or Ambassador Awards
- ★ Recognition as Sponsor on Event Sponsor Board
- ★ Banner & Signage at Contest Areas

Media:

- ★ Inclusion Of Name/Logo On Event Materials, Websites, Print & Social Media
- ★ Press Release(s) announcing partnership as Sponsor of the Pie Contest or Ambassador Event
- ★ Weekly Social Media Postings



- ★ Full Page 4 color Ad In Spirt Of Texas Festival Magazine
- ★ Full Page Story In Spirt Of Texas Festival Magazine
- ★ Feature Story About Sponsor In Spirt Of Texas Festival Magazine Online Magazine (4x yearly)
- ★ Sponsor Story Will Be Included In The Spirit of Texas Festival Cook Book
- ★ Featured Positioning On Spirit of Texas Festival Website
- ★ Name And/Or Logo On Press Related Materials
- ★ Copy Of All Event Video, Photos & Data Collection

Event Programing:

- ★ Announcement of company name and recognition throughout SOTF events
- ★ Opportunity For Sponsor To Speak At Event(s) Throughout The 4 Days
- ★ Complimentary Premium Booth Space At Event
- ★ (1) Complete VIP Corporate Stirrer Team Packages
- ★ Sponsor Branded Event Tickets For Distribution
- ★ Signed Artist Proof Of Event Poster

For Additional Information Contact Cynthia Caronna 979-571-8891 CAC@SOTFair.com

Sponsor Offer

**Art Contest & Show
Or
Future Stars Of Texas Stage
\$5,000**

Exclusive:

- ★ **NAMING RIGHTS TO ART CONTEST & SHOW OR FUTURE STARS STAGE** For the 2017 Spirit of Texas Festival
- ★ (12) Twelve Month Program Of Inclusion On All Media Platforms
- ★ (4) Tickets To VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion In Event Media Coverage
- ★ Inclusion of Name & Sponsor Logo On All Art Contest & Show Event Materials
- ★ Opportunity For Sponsor Representative(s) To Present Art Contest Awards



- ★ Opportunity For Sponsor To Speak Daily During 4 Day Festival
- ★ Opportunity For Sponsor To Provide Specialty T-Shirts for Art Contest or Stage Judges & Participants
- ★ Opportunity For Sponsor Representatives To Serve As (1) judge For The Art Contest
- ★ Opportunity For Winning Entries To Hang At Sponsor Function And Be Used In Sponsor Advertisement

Signage:

- ★ Specialty Stage Signage during Art Contest Awards Ceremonies
- ★ Stage Sponsor Signage at Future Stars Stage Throughout Festival
- ★ Sponsor Signage Throughout Festival Grounds Insuring Maximum Media Exposure
- ★ Recognition As Art Contest Sponsor On Event Sponsor Board

Media:

- ★ Inclusion Of Name/Logo On Event Materials, Websites, Print & Social Media
- ★ Press Release Announcing Partnership As Presenting Sponsor of the Spirit of Texas Art Contest & Show
- ★ Weekly Social Media postings
- ★ Full Page 4 Color Ad in Spirit Of Texas Festival Magazine
- ★ Full Page Story In Spirit Of Texas Festival Magazine
- ★ Feature Story About Sponsor in Spirit Of Texas Festival Magazine Online Magazine (4x yearly)
- ★ Sponsor Story Will Be Included In The Spirit of Texas Cook Book
- ★ Featured Positioning on Spirit of Texas Website
- ★ Name And/Or Logo On Press Related Materials
- ★ Copy Of All Event Video, Photos & Data Collection

Event Programing:

- ★ Announcement Of Company Name And Recognition Throughout SOTF Events
- ★ Opportunity For Sponsor To Speak At Event(s) Throughout The 4 Days
- ★ Complimentary Premium Booth Space At Event
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ Branded Event Tickets For Public Distribution
- ★ Signed Artist Proof Of Event Poster



**SPONSOR OFFER
HERO'S SALUTE CHARITY
CAR SHOW \$5,000
BIKE SHOW \$5,000**

Exclusive:

- ★ **NAMING RIGHTS TO HERO'S SALUTE CHARITY CAR OR BIKE SHOW SPONSOR** For the 2017 Spirit of Texas Festival
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (2) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Inclusion In Media Event Coverage
- ★ Inclusion Of Name & Sponsor Logo On All Hero's Salute Charity Car or Bike Show Event Materials
- ★ Opportunity For Sponsor Representative(s) to present Car or Bike Show awards
- ★ Opportunity For Sponsor To Provide Specialty T-Shirts For Car or Bike Show Judges & Participants
- ★ Opportunity For Sponsor Representatives To Serve as Car or Bike Show Judges

Signage:

- ★ Banner in premium area
- ★ Specialty Stage Signage during Car or Bike Show Awards Ceremonies
- ★ Sponsor Signage Throughout Festival Grounds Insuring Maximum Media Exposure
- ★ Recognition as Hero's Salute Charity Car or Bike Show Sponsor on Event Sponsor Board
- ★ Speciality Sponsor Signage on all **HERO'S SALUTE CAR OR BIKE** Tenting

Media:

- ★ Inclusion Of Name/Logo On Event Materials, Websites, Print & Social Media
- ★ Press Release Announcing Partnership As Presenting Sponsor of the Hero's Salute Charity Car or Bike Show
- ★ Weekly Social Media Postings
- ★ Full Page 4 color ad in Spirt Of Texas Festival Magazine
- ★ Full page story in Spirt Of Texas Festival Magazine



- ★ Feature Story About Sponsor In Spirit Of Texas Festival Magazine Online Magazine (4x yearly)
- ★ Sponsor Story Will Be Included In The Spirit of Texas Cook Book
- ★ Featured positioning on Spirit of Texas website
- ★ Name And/Or Logo On Press Related Materials
- ★ Copy Of All Event Video, Photos & Date Collection

Event Programing:

- ★ Announcement Of Company Name & Recognition Throughout SOTF Events
- ★ Opportunity For Sponsor To Speak At Event(s) Throughout the 4 days
- ★ Complimentary Premium Booth Space At Festival
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ Sponsor Branded Event Tickets For Distribution
- ★ Signed Artist proof Of Event Poster



Big Pot Sponsor \$2500

- ★ (2) tickets to VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Furnished Banner In Amphitheater Area
- ★ Full Page 4 color ad & 1/2 Company Story in Spirit Of Texas Festival Magazine
- ★ **OR** 1/4 page Full Color Ad **AND** 10x10 Vendor Booth
- ★ Press Release Announcing Big Pot Sponsorship
- ★ Recognition as Big Pot Sponsor on Sponsor Board
- ★ or in Spirit of Texas Festival Magazine
- ★ (1) Complete VIP Corporate Stirrer Team Package
- ★ Opportunity to Judge BBQ or Pie Contest

VIP Corporate Stirrer Team Sponsor \$1000

- ★ 1 Engraved Commemorative Paddle
- ★ Sponsor Furnished Team Banner In Amphitheater Area
- ★ 6 stirrer slots during assigned hour
- ★ 6 commemorative VIP World Record Chili T-Shirts
- ★ 6 Bottomless Bowls of World Record Chili and Chili Pie
- ★ 6 Official Spirit of Texas World Record "Part Of History" Certificates
- ★ Complimentary photos with Guinness World Record Personnel during Chili event
- ★ Additional Paddles, Bottomless Bowles and T-Shirts may be ordered

Big Boot Scoot Sponsor \$550

- ★ 1 Engraved Commemorative Paddle
- ★ 2 Celebrity Stirrer Slot During Assigned Hour
- ★ 2 VIP Celebrity Assigned Dancer Slots During World Record Setting Dance
- ★ 2 Commemorative VIP World Record Chili T-Shirt
- ★ 2 Commemorative VIP 2-Step T-Shirts
- ★ 2 Bottomless Bowl of Chili & Chili Pie
- ★ 2 Official Spirit of Texas World Record "Part Of History" Certificate
- ★ Complimentary photos with GWR personnel during Chili Event & 2 Step Event
- ★ Additional Paddles, Bottomless Bowles and T-Shirts may be ordered

VIP Celebrity Stirrer Sponsor \$250

- ★ 1 Engraved Commemorative Paddle
- ★ 1 Celebrity Stirrer Slot During Assigned Hour
- ★ 1 commemorative VIP World Record Chili T-Shirt
- ★ 1 Bottomless Bowl of Chili & Chili Pie
- ★ 1 Official Spirit of Texas World Record "Part Of History" Certificate
- ★ Complimentary photos with GWR personnel during Chili event
- ★ Additional Paddles, Bottomless Bowles and T-Shirts may be ordered



All Hat No Cattle Package \$100

- ★ 2 Dancer Slot During World Record Texas 2-step
- ★ 2 Bottomless Bowl of World Record Chili
- ★ 2 Bottomless Bowl of World Record Chili Pie
- ★ 2 Commemorative VIP 2-Step T-Shirt
- ★ 2 Commemorative VIP World Record Chili T-Shirts
- ★ 2 Official Spirit of Texas World Record "Part Of History" Certificate
- ★ Show Your Support Ad

Be Part of History Package \$25

- ★ 1 Dancer Slot During World Record Texas 2-step
- ★ 1 Bottomless Bowl of World Record Chili
- ★ 1 Bottomless Bowl of World Record Chili Pie
- ★ 1 Commemorative VIP 2-Step T-Shirt
- ★ 1 Official Spirit of Texas World Record "Part Of History" Certificate