



# MEDIA KIT

2018



## **Cynthia Coronna**

*Spirit of Texas Festival Executive Director*

As a recent Texas transplant, Cynthia Coronna has embraced the Lone Star State's tremendous charm and diversity, commitment to our neighbors and communities, and determination to succeed.

Cynthia, who grew up in New Orleans, earned her degree from New York University. A serial entrepreneur, she spent most of her career working in these cities. She owned several companies, including a construction company that managed \$15M-\$20M projects.

Cynthia was a co-founder of the award-winning French Quarter Festival in New Orleans. The four-day festival, which marks its 35th birthday in 2018, celebrates New Orleans food, music and people and is the largest free music event in the United States. Cynthia also volunteered regularly for the New Orleans Jazz and Heritage Festival.

After first visiting Bryan/College Station in 2016, Cynthia became a regular visitor who never really left. Impressed by the welcoming and hard-working Brazos Valley community, Cynthia was determined to find a way to give back. She decided to use the knowledge that had worked so well in creating the French Quarter Festival to co-found the Spirit of Texas Festival in 2017. The festival's proceeds support local charities that work with area youth. Cynthia is committed to making Spirit of Texas into a destination festival that supports children, families and small businesses throughout the Brazos Valley.



# FAQs

about the Spirit of Texas Festival

## ***When did the festival begin?***

The first festival was held in March 2017 at College Station's Wolf Pen Creek Park and Amphitheater. Approximately 25,000 people attended.

## ***What is the purpose of the festival?***

The festival is a family-friendly event designed to celebrate the diversity of Texas. The three-day event will highlight favorite music genres and cuisines from across Texas and will involve vendors selling products that have been created or curated by Texans for Texans. We want to create memories for families across Texas.

## ***How many people are expected to attend the 2018 festival?***

We project that 50,000 people will attend the three-day festival.

## ***What is the cost to attend the festival?***

Admission to the festival grounds is free. The only costs are for food, beverage, and merchandise purchases on festival grounds, and certain special "SoTxFEST Experience" ticketed events. In order to keep this festival free and open to the public, outside food and beverages are prohibited.

## ***Who is the festival's audience?***

The family-friendly festival is open to all and is designed to offer something for almost everyone. We are reaching out to communities living within a 150-mile radius of Bryan/College Station. In addition, we are working with Texas A&M University, Blinn College and other regional higher education institutions to entice their student to be involved with the festival on two levels -- helping with the festival's planning and logistics and attending the festival.

We have planned a number of family-friendly activities and offerings, including:

### ***For children:***

- ***Idea Village***, which will offer fun interactive learning opportunities for children ages 9-13.
- ***Future Stars of Texas Community Stage***, will offer performances by a variety of youth groups.

### ***For all ages:***

- ***Creation of a one-mile-long ice cream sundae***, which will set the Guinness World Record for the longest ice cream sundae.
- ***Trading Market***, offering 100s of vendors from across the state of Texas.
- ***Curbside Smackdown Food Truck Competition***, offering \$11,000 in prize money
- ***BBQ Cookoff***, sanctioned by the International Barbecue Cookers Association, offering over \$10,000 in guaranteed prize
- ***Pony Hop Rodeo***, during which contestants of all ages compete on inflatable ponies for prizes.

## ***What is the VIP Night?***

The VIP Night will offer guests the opportunity to enjoy a night filled with Texas Legends under the stars in Wolf Pen Creek Amphitheater. The night's event will be hosted by National Football League Super Bowl Champion Von Miller (who graduated from Texas A&M University) and rising country music star Stephanie Quayle. Live entertainment will be provided by several different Texas music acts. General admission tickets will be available to the public with a limited number of All Access VIP \$275 tickets available. The All Access VIP Tickets will allow access to VIP area throughout the duration of the festival.

## ***Where do the proceeds from the festival go?***

The festival's proceeds will go to four charities that provide services to youth:



## ***Who produces Spirit of Texas Festival?***

The festival is produced by S.O.T. Festival, LLC. with a corps of volunteers numbering over 500. The organization also participates in other community events, including the Bryan/College Station Christmas Parade in December.



Date: Jan. 10, 2018

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For immediate release

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## **Free Festival Invites Families to Enjoy Performances, Shopping, Learning, Live Music and Food (Including Guinness World Record Longest Ice Cream Sundae) on March 23-25**

The 2nd Annual Spirit of Texas Festival will offer a free family-friendly event filled with performances, food, shopping, learning, live music -- and a chance to be part of history. Scheduled for March 23-25, the event is set for College Station's Wolf Pen Creek Amphitheater. Admission is free.

The weekend's activities celebrate all things Texas. "The Lone Star State is so huge and so diverse. We are much more than hats and boots. Our festival gives families the opportunity to explore some of the best that Texas has to offer, all in one place. In addition, this event offers something for everyone in the family – the shopper, the foodie, the music lover, the budding performer," said Cynthia Caronna, the festival's executive director. "Bryan/College Station is easily navigable so participants don't have to worry about traffic headaches. Everyone is greeted with a warm 'Howdy!' ensuring everyone is welcome!"

The festival is supporting local nonprofits whose work affect the lives of youth: the Boys & Girls Clubs of the Brazos Valley; Von's Vision (founded by Texas A&M football legend Von Miller); K-9s 4Kids; and Mobility World-wide.

The festival's sponsors include Spirit of Texas Bank, Copy Corner, Bolner's Fiesta Spices, The Medical Center of College Station, the City of Bryan, the City of College Station, and the Bryan/College Station Convention and Visitors Bureau. The event is supported by many team members including May's Business School Department of Marketing, Texas A&M Big Event and the Spirit of Texas Festival Student Organization.

## ***A Weekend of Fun***

The weekend will be one for the record books (literally). Festival participants will have a chance to help a Guinness World Record and build and eat the world's longest ice cream sundae on March 24. The current record set in 2016 stands at 1.105.73 meters (3,627 ft. 8.8 inches), according to the Guinness World Record.

The festival's schedule also offers something for every member of the family:

- ***Idea Village*** – Educational pods will offer a variety of learning activities for children in grades 4-6. These learning experiences, created in partnership with Texas A&M and Allen Academy, range from chemistry experiments to milking cows.
- ***Trading Market*** – This combination of Round Top and the Nut cracker Market will include more than 200 vendors and artisans who offer all things Texas and more. Vendors and artists will be set up March 23-25.
- ***Music*** – The festival boasts multiple stages that will feature a variety of Texas musical groups. The performance schedule will include a variety of genres, including country, gospel, cowboy, jazz, red dirt, funk, classical and Zydeco.
- ***Future Stars of Texas*** – This community stage will feature a variety of children's and youth groups. Performances will include singing and dancing, martial arts, 4-H presentations and more.
- ***BBQ Cook-Off*** – This event, which is sanctioned by the International Barbecue Cookers Association, is set for March 23-24 and offers cash and prizes of \$10,000. Last year's event attracted over 50 BBQ teams from across Texas.
- ***Curbside Smackdown Food Truck Competition*** – Approximately 50 food trucks hailing from around the state will offer crave-worthy dishes for participants to enjoy throughout the festival. The cost will be \$5 per offering. These same dishes also will be evaluated by judges who will award \$11,000 in prize money to the top trucks on March 25.
- ***Pony Hop Rodeo*** – This event gives participants the opportunity to hop their way to glory and prizes on inflated horses.

In addition, the festival will offer a VIP experience that includes a Spirit of Texas Bank VIP Tent, a sampling of brews and spirits, and special meal offerings.

For further information about the festival or to sign up as a vendor, food truck or performer, check out the festival's website at <https://sotxfest.com/> or Facebook page: <https://www.facebook.com/spiritoftxfest>

Outlet	Plan of action
All media outlets within a 150-mile radius of Bryan/College Station	<ul style="list-style-type: none"> <li>- Request to all media outlets to include Spirit of Texas festival on their calendar of events</li> <li>- Request to all media outlets to include Spirit of Texas information on their websites</li> <li>- Sending on average 1 press release and 2 media alerts per week to media outlets</li> </ul>
Local media	<ul style="list-style-type: none"> <li>- Personal outreach to Bryan-College Station Eagle to seek coverage</li> <li>- Personal outreach to The Battalion, the student-run newspaper of Texas A&amp;M to seek coverage</li> </ul>
Local TV stations	<ul style="list-style-type: none"> <li>- Personal outreach to area television stations (KBTX, KAGS, KRHD, KAMU) to request inclusion on morning shows and other programming.</li> <li>- Offering A&amp;M students for interviews about the festival.</li> <li>- Requesting that PSAs be run promoting the festival</li> <li>- Seeking \$25,000 sponsorships from television stations</li> </ul>
Local radio stations	<ul style="list-style-type: none"> <li>- Encouraging interviews of key music performers (Stephanie Quayle, etc.) prior to the festival</li> <li>- Requesting that PSAs be run promoting the festival</li> </ul>
Reaching out to area bloggers	<ul style="list-style-type: none"> <li>- Submitting press releases and media alerts to interested state and area bloggers. For example, we are able to post directly to EatBCS, Brazos Valley Scene and Brazos Business blogs.</li> </ul>
Distributing information to Texas A&M Clubs	<ul style="list-style-type: none"> <li>- We will ask the Association of Former Students to share information with A&amp;M Clubs across the state. The Houston A&amp;M Club alone has regular communications with 45,000 Aggies who live in that area of the state.</li> </ul>
Distributing information to area school districts	<ul style="list-style-type: none"> <li>- We will ask the educational regional service center to send information to area school districts.</li> </ul>
Social media	<ul style="list-style-type: none"> <li>- Publicizing updates on Spirit of Texas website and social media accounts (Facebook, Twitter, Instagram)</li> <li>- Texas A&amp;M and Blinn College students who are part of the organizing committee are sharing information on their personal social media accounts</li> </ul>
Billboards	<ul style="list-style-type: none"> <li>- Lamar Advertising will place advertisements on 30 available billboards across the region</li> </ul>

# VIPs Attending

Spirit of Texas Festival

## **Von Miller**

Who was awarded the 2010 Butkus Award as a Texas A&M linebacker, plays for the NFL's Denver Broncos. He is a six-time Pro-Bowler and the Super Bowl 50 MVP. He created Von's Vision to provide eye examinations and eyewear to youth.



## **Stephanie Quayle**

is one of iHeartRadio's Top 5 Rising Stars and Rolling Stone's 2017 "Top 10 Artists to Watch." She has performed alongside country greats, including Trace Adkins and Gary Allan, and has landed a single on the Billboard Top 50 Chart.

## TEXAS LEGENDS



## **Dr. Michael McKinney**

is Chancellor Emeritus of The Texas A&M University System. He previously served as a member of the Texas House of Representatives from 1984-1991 and was appointed as the Texas Health & Human Services Commissioner by Governor George W. Bush from 1995-1998. As a legislator, he was cited as one of the "Ten Most Effective Legislators" and "Ten Best Legislators." Dr. McKinney practiced medicine in Centerville, Texas for 16 years.

## **Dr. Bonnie Dunbar**

worked for NASA for 27 years as a flight controller mission and specialist astronaut, spending more than 50 days in space. She is a member of the prestigious National Academy of Engineering and joined the Texas A&M Aerospace Engineering Department in 2016.



## **R.C. Slocum**

completed 14 seasons as Texas A&M's head coach with a 123-47-2 record. He has more wins than any other coach in A&M's history. He was inducted into the National Football Foundation and College Football Hall of Fame in 2012.

## **Jacob Green**

is a former Texas A&M defensive end and Texas Sports Hall of Fame member. He played for the NFL's Seattle Seahawks from 1980-91 and is among the team's prestigious Ring of Honor. He began working for the 12th Man Foundation in 2006 and continues to be involved in the university.



## **Edd Hargett**

was the Aggie's quarterback from 1967-1968 and went on to play for the NFL's New Orleans Saints and Houston Oilers. In 2017, the Trump Administration appointed him as the Texas state director for USDA Rural Development.