



## 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
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ Co-Host VIP Party
- ★ Logo on all 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 Spirit Of Texas Festival Magazine
- ★ Full page story in Spirit Of Texas Festival Magazine
- ★ Name and/or logo on all press related materials
- ★ Copy of all event video & photos

### Event Programming:

- ★ 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 areas
- ★ (10) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ On stage recognition during presentation of Guinness World Record Certificates for successful record breaking attempts- Chili & 2-Step and photo opportunities.
- ★ Twenty (20) All Access VIP tickets
- ★ Branded event tickets for public distribution throughout the area
- ★ Artist proof (signed) of event poster



**Guinness World Record 2-Step,  
Guinness World Record Chili  
or  
Guinness World Record Frito Pie  
SPONSOR OFFER  
\$25,000**

**Exclusive:**

- ★ **GUINNESS WORLD RECORD (CHILI, 2-STEP OR FRITO PIE) SPONSOR** for the 2017 Spirit of Texas Fest
- ★ Exclusive Industry Partner
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (8) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ VIP Parking
- ★ Sponsor Inclusion in ALL event media coverage
- ★ Participation in VIP Lounge area

**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 video & photos

**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
- ★ (2) Complimentary premium booth spaces at event
- ★ (6) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ On stage photo opportunities during Guinness World Record record breaking attempts Chili & 2-Step
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**BCS Trading Days  
SPONSOR OFFER  
\$12,500**

**Exclusive:**

- ★ **BCS TRADING DAYS SPONSOR** For the 2017 Spirit of Texas Fest
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ VIP Parking
- ★ Sponsor Inclusion in event coverage

**Signage:**

- ★ Banner in premium area
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as BCS Trade Market Sponsor on Event Sponsor Board
- ★ Speciality Sponsor Logo Signage on all **BCS TRADING DAYS** Tenting

**Media:**

- ★ Inclusion of Sponsor name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership with Sponsor as BCS Trading Days Sponsor
- ★ Weekly Social Media postings in State wide Social Media campaign for BCS Trading Days
- ★ 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)
- ★ Featured positioning on Spirit of Texas website
- ★ Name and/or logo on press related materials
- ★ Copy of all event video & photos

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ On stage photo opportunities during Guinness World Record record breaking attempts
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**IDEA VILLAGE  
SPONSOR OFFER  
\$12,500**

**Exclusive:**

- ★ **IDEA VILLAGE SPONSOR** For the 2017 Spirit of Texas Fest
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ VIP Parking
- ★ Sponsor Inclusion in event media coverage
- ★ Opportunity for sponsor to provide specialty t-shirts for Idea Village Presenters & Participants ( School Children from Across the Brazos Valley)

**Signage:**

- ★ Banner in premium area
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as Idea Village Sponsor on Event Sponsor Board
- ★ Speciality Sponsor Logo Signage on all **IDEA VILLAGE** Tenting

**Media:**

- ★ Inclusion of Sponsor name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership with Sponsor as BCS Trading Days Sponsor
- ★ Weekly Social Media postings in State wide Social Media campaign for BCS Trading Days
- ★ 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)
- ★ Featured positioning on Spirit of Texas website
- ★ Name and/or logo on press related materials
- ★ Copy of all event video & photos

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ On stage photo opportunities during Guinness World Record record breaking attempts
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**Pinterest Fair  
SPONSOR OFFER  
\$10,000**

**Exclusive:**

- ★ **SPIRIT OF TEXAS PINTEREST FAIR** for the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ VIP Parking
- ★ Sponsor Inclusion in event media coverage
- ★ Opportunity for sponsor to provide specialty t-shirts for Pinterest Fair Makers & Participants

**Signage:**

- ★ Banner in premium area
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as Pinterest Fair Sponsor on Event Sponsor Board
- ★ Speciality Sponsor Logo Signage on all **SPIRIT OF TEXAS PINTEREST FAIR** Tenting

**Media:**

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as Pinterest Fair Sponsorship
- ★ 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)
- ★ Featured positioning on Spirit of Texas website
- ★ Name and/or logo on press related materials
- ★ Copy of all event video & photos

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ On stage photo opportunities during Guinness World Record record breaking attempts Chili & 2-Step
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**Sponsor**  
**Hero's Salute**  
**\$10,000 Charity BBQ Cook-Off**  
**\$10,000**

**Exclusive:**

- ★ **HERO'S SALUTE \$10,000 CHARITY BBQ COOK-OFF SPONSOR** For the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion in media event coverage
- ★ Inclusion of Name & Sponsor Logo on all \$10,000 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:**

- ★ Banner in premium area
- ★ Sponsor Signage at main stage 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 Signage on all **BBQ JUDGE** Tenting

**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 Spirit Of Texas Festival Magazine
- ★ Feature 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

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**Sponsor**  
**Spirit Of Texas'**  
**Not Your Mamma's Pie Contest**  
**\$5,000**

**Exclusive:**

- ★ **NOT YOUR MAMMA'S PIE CONTEST SPONSOR** For the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (2) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Inclusion in media event coverage
- ★ Inclusion of Name & Sponsor Logo on all Not Your Mamma's Pie Contest event materials
- ★ Opportunity for sponsor representative(s) to present Pie Contest awards
- ★ Opportunity for sponsor to provide specialty t-shirts for Pie Contest judges & participants
- ★ Opportunity for sponsor representatives to serve as Pie Contest judges

**Signage:**

- ★ Banner in premium area
- ★ Specialty Stage Signage during Pie Judging and Awards Ceremonies
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as Pie Contest Sponsor on Event Sponsor Board
- ★ Banner & Signage at Pie Contest Area
- ★ Specialty Sponsor Logo Signage on all **NOT YOUR MAMMA'S PIE JUDGE** Tenting

**Media:**

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as Presenting Sponsor of the Not Your Mamma's Pie Contest
- ★ 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

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**Sponsor**  
**Spirit of Texas**  
**Ambassador Pageant**  
**\$7,500**

**Exclusive:**

- ★ **SPIRIT OF TEXAS AMBASSADOR PAGEANT SPONSOR** For the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank VIP Party & access to Spirit of Texas Bank VIP Area
- ★ Sponsor Inclusion in event media coverage
- ★ Inclusion of Name & Sponsor Logo on all Ambassador Pageant event materials
- ★ Opportunity for sponsor representative(s) to present Ambassador awards
- ★ Opportunity for sponsor to speak during Ambassador Pageant
- ★ Opportunity for sponsor to provide specialty t-shirts for Ambassador Pageant judges & participants
- ★ Opportunity for sponsor representatives to serve as (1) judge for the Ambassador Pageant
- ★ Opportunity for Ambassadors to appear at Sponsor Functions and in Sponsor Advertisement

**Signage:**

- ★ Banner in premium area
- ★ Specialty Stage Signage during Ambassador Pageant and Awards Ceremonies
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as Ambassador Pageant Sponsor on Event Sponsor Board

**Media:**

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as Presenting Sponsor of the Not Your Mamma's \$5,000 Charity Pie Contest
- ★ 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

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster





**Sponsor**  
**Spirit of Texas**  
**Art Contest & Show**  
**\$7,500**

**Exclusive:**

- ★ **SPIRIT OF TEXAS ART CONTEST & SHOW SPONSOR** For the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (4) tickets to Spirit of Texas Bank 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 during the 4 Day event
- ★ Opportunity for sponsor to provide specialty t-shirts for Art Contest 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:**

- ★ Banner in premium area
- ★ Specialty Stage Signage during Art Contest Awards Ceremonies
- ★ Sponsor Signage at main stage insuring maximum media exposure
- ★ Recognition as Spirit of Texas Art Contest Sponsor on Event Sponsor Board

**Media:**

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) 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

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



**Sponsor**  
**Spirit Of Texas**  
**Hero's Salute**  
**\$5,000 Charity**  
**Car or Bike Show**

**Exclusive:**

- ★ **HERO'S SALUTE \$5,000 CHARITY CAR OR BIKE SHOW SPONSOR** For the 2017 Spirit of Texas Fair
- ★ (12) Twelve month program of inclusion on all media platforms
- ★ (2) tickets to Spirit of Texas Bank 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 \$5,000 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 at main stage insuring maximum media exposure
- ★ Recognition as Hero's Salute Charity Car or Bike Show Sponsor on Event Sponsor Board
- ★ Banner & Signage at Pie Contest Area
- ★ Speciality Sponsor Logo Signage on all **HERO'S SALUTE CAR OR BIKE** Tenting

**Media:**

- ★ Inclusion of name/logo on event materials, websites, print and social media
- ★ Press Release(s) announcing partnership as Presenting Sponsor of the Hero's Salute \$5,000 Charity Car or Bike 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

**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
- ★ (4) VIP Celebrity Pot Stirrers during Guinness World Record Chili event
- ★ Branded event tickets for public distribution
- ★ Signed Artist proof of event poster



### **Music Sponsor**

- Inclusion of logo on all general event materials
- Inclusion of name in all related press packages
- Name and/or logo on all general press related materials
- Banner on event stage
- Opportunity for sponsor to speak at event(s)
- Complimentary booth space in selected areas
- Two (2) All Access VIP tickets for SOTF event(s)

### **Stage Sponsor**

- Naming right for SOTF stage
- Banner on SOTF stage
- Inclusion of name in all related press packages
- Opportunity for sponsor to speak at SOTF stage event(s)
- Complimentary booth space in selected areas
- Two (2) All Access VIP tickets for SOTF event(s)

### **Beer Sponsor**

- Inclusion of logo on all SOTF general event materials
- Inclusion of name in all related press packages
- Name and/or logo on all SOTF general press related materials
- Banner at SOTF event beverage area
- Opportunity for sponsor to speak at SOTF event(s)
- Complimentary booth space in selected areas
- Opportunity for sponsor to provide t-shirts for beer servers
- Two (2) All Access VIP tickets for SOTF event(s)

### **Liquor Sponsor**

- Inclusion of logo on all SOTF general event materials
- Name and/or logo on all SOTF general press related materials
- Banner at SOTF event beverage area
- Opportunity for sponsor to speak at SOTF event(s)
- Complimentary booth space in selected areas
- Opportunity for sponsor to provide t-shirts for liquor servers
- Two (2) All Access VIP tickets for SOTF event(s)