



**2025**  
**SPONSORSHIP OPPORTUNITIES**







We are thrilled to announce the inaugural 2025 Central Texas State Fair Spring Music Fest, taking place April 10–13 at the Cadence Bank Center. This incredible four-day event will feature an

unforgettable lineup, including live music from top rock and country acts, a spectacular carnival, a comedy show, and much more. This event promises to be an unparalleled celebration of diversity, entertainment, and community spirit.

With thousands of attendees expected from across Central Texas and beyond, this is an exciting opportunity to showcase your business and connect with a vibrant, engaged audience. As a sponsor, your business will be front and center at an event that will draw crowds from all walks of life.

We've designed a variety of sponsorship packages to meet your marketing goals, with benefits such as:

- Prominent Brand Exposure: Get your logo featured on event signage, promotional materials, and digital platforms.
- Onsite Engagement Opportunities: Showcase your products and services in a high-visibility environment.
- Customizable Options: Tailor your sponsorship to meet your unique needs and maximize your ROI.

Attached, you'll find detailed information about the sponsorship levels and benefits. If you have specific ideas or requests, we'd love to work with you to create a customized package.

Don't miss out on being part of this epic event! Sponsorship spaces are limited and are expected to fill quickly. Contact Jennifer Weir at 254-534-3087 or [jenniferw@cadencebankcenter.com](mailto:jenniferw@cadencebankcenter.com) to discuss the possibilities and secure your spot.

We look forward to partnering with you to make the 2025 Central Texas State Fair Spring Music Fest a resounding success. Together, let's create an unforgettable experience for our community!

Warm regards,

**Jennifer Weir**

Director of Marketing, Development & Sponsorships

[jenniferw@cadencebankcenter.com](mailto:jenniferw@cadencebankcenter.com)

254-534-3087





## *2025 SPONSORSHIP OPPORTUNITIES*

### **PRESENTING SPONSOR \$30,000**

- 4 Day event with company name attached to all advertising
- Company name on all commercials, radio and digital billboards
- Logo on digital board before, and after each concert nightly in main arena
- Company name on all artist announcements
- 20 Fairground Tickets each night of fair (Value \$800)
- 4 Reserved Tickets of concerts each night (Value \$1100)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center website
- Merch to hand out during Fair
- Access to VIP Lounge upstairs



## *2025 SPONSORSHIP OPPORTUNITIES*

### **Plaza Sponsor - \$10,000**

- Automobile (5) or Company Display in Plaza area entrance to concerts
- Logo on digital board before and after each concert nightly in main arena
- 10 Fairground Admission Tickets each night of fair (Value \$400)
- 2 Reserved Tickets of concerts each night (Value \$600)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center website
- Merch to hand out during the fair
- Access to VIP Lounge upstairs

### **Souvenir Cup Sponsor - \$10,000**

- Company Logo on all cups during concerts and on fairgrounds
- Logo on digital board before and after each concert nightly in main arena
- 10 Fairground Admission Tickets each night of fair (Value \$400)
- 2 Reserved Tickets of concerts each night (Value \$600)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center website
- Merch to hand out during the fair
- Access to VIP Lounge upstairs





## 2025 SPONSORSHIP OPPORTUNITIES

### **Ticket Sponsor - \$5,000**

**SOLD**

- Company name on online ticket purchase page
- Logo on digital board before and after each concert nightly in main arena
- 10 Fairground Admission Tickets each night of fair (Value \$400)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Merch to hand out during the fair
- Access to VIP Lounge upstairs

### **T- Shirt Sponsor - \$5,000**

**SOLD**

- Company name on all fair t-shirts as the t-shirt sponsor
- Company name on all printed tickets
- Logo on digital board before and after each concert nightly in main arena
- 10 Fairground Admission Tickets each night of fair (Value \$400)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge Upstairs



## *2025 SPONSORSHIP OPPORTUNITIES*

### **VIP Lounge Sponsor - \$4,000**

(4 Available)

- Official VIP Lounge Sponsor (For chosen night)
- Company merchandise display
- Logo on digital board before and after each concert nightly in main arena
- 10 Fairground Admission Tickets each night of fair (\$400)
- 4 VIP Lounge Tickets for your chosen date, includes ticket to show (\$1000)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge upstairs

### **Ticket Booth Sponsor - \$3,000**

(2 Available)

- 1 Sign on Ticket Booth Point of sales
- Logo on digital board before and after each concert nightly in main arena
- 6 Fairground Admission Tickets each night of fair (Value \$240)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge upstairs





## 2025 SPONSORSHIP OPPORTUNITIES

### The Village Stage Sponsor -

**\$2,500**

- Official Sponsor for the Village Stage
- Logo on digital board before and after each concert nightly in main arena
- 6 Fairground Admission Tickets each night of fair (Value \$240)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge

### Petting Zoo Sponsor -

**\$2,500**

- Recognition as the Presenting Sponsor of the Petting Zoo
- Opportunity for giveaway items for petting zoo attendees
- Logo on digital board before and after each concert nightly in main arena
- 6 Fairground Admission Tickets each night of fair (Value \$240)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge

### Parking Lot Sign Sponsor -

**\$1,000**

- Logo on 5 signs in parking lot
- 4 Fairground Admission Tickets each night of fair (Value \$160)
- Logo on Central Texas State Fair Spring Music Fest and Cadence Bank Center
- Access to VIP Lounge

