



## **TEJAS FEST 2024 SPONSORSHIP PACKET**

Thank you for your interest in sponsoring Tejas Fest 2024! Tejas Fest is the new signature community event for Victoria! Inspired by the City's new tourism marketing tagline, "True to Tejas," Tejas Fest is the perfect representation of Victoria's rich history and cultural blend and looks to carry on the legacies of previous Victoria events like Armadillo Fest and Bootfest. The event features a variety of entertainment like mainstream Country and Tejano music stars along with many family-friendly activities like the Kids' Corral, a huge vendor market, car show, cornhole tournament, and more

Sponsoring Tejas Fest is a true partnership. Sponsorships support the Victoria Main Street Program, and we will help you and your business get in front of thousands of central and southern Texas residents. Please read through the attached packet for available sponsorship levels and benefits, and we greatly appreciate your support for a new community tradition, Tejas Fest, right here in Victoria!

Thank you,

Kate Garcia  
Victoria Main Street Manager  
City of Victoria, Texas

[kgarcia@victoriatx.gov](mailto:kgarcia@victoriatx.gov)  
361-485-3120



## **SPONSOR LEVELS AND BENEFITS**

### **“Live Oak” Level Sponsor - \$25,000 (One available)**

- Festival present sponsor – “Tejas Fest 2024, presented by “...”
  - ALL festival marketing materials, paid advertisements, and signage will feature presenting sponsor name. Includes:
    - All stage announcements during event
    - Event website
    - Volunteer shirts
- On-stage appearance
- 24 Friday VIP passes
- 24 Saturday VIP passes
- 8 VIP parking passes
- Sponsor gift
- Sponsor video advertisement on Jumbotron
- Social media mention
- E-Newsletter inclusion
- Sponsor booth space available upon request

### **“Anaqua Level” Sponsor - \$10,000**

- Company logo on TV ad
- Company mention on radio ad
- On-stage appearance
- 16 Friday VIP passes
- 16 Saturday VIP passes
- 6 VIP parking passes
- Sponsor gift
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Tejas Fest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion
- Sponsor booth space available upon request



**“Prickly Pear” Level Sponsor – \$5,000**

- 8 Friday VIP passes
- 8 Saturday VIP passes
- 4 VIP parking passes
- Sponsor gift
- Company logo on TV ad
- Company mention on radio ad
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Tejas Fest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion
- Sponsor booth space available upon request (dependent on event space available at time of request)

**“Rosebud” Level Sponsor – \$2,500**

- 4 Friday VIP passes
- 4 Saturday VIP passes
- 2 VIP parking passes
- Sponsor gift
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Tejas Fest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion
- Sponsor booth space available upon request (dependent on event space available at time of request)



### **“Bluebonnet” Level Sponsor - \$1,000**

- 2 Friday VIP passes
- 2 Saturday VIP passes
- Sponsor gift
- Company name announced on stage
- Company logo on Jumbotron
- Company name on Tejas Fest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion
- Sponsor booth space available upon request (dependent on event space available at time of request)

### **UNDERWRITER OPPORTUNITIES**

- Tejas Fest VIP Hospitality Suite - \$10,000
  - Prickly Pear level sponsor benefits, plus...
  - Naming rights to VIP Hospitality Suite area of festival
  - All mentions of VIP Hospitality Suite will include sponsor name
- Tejas Fest Kids’ Corral - \$5,000
  - Rosebud level sponsor benefits, plus...
  - Naming rights to Kids’ Corral area of festival
  - All mentions of Kids’ Corral will include sponsor name
- Tejas Fest Vendor Market - \$5,000
  - Rosebud level sponsor benefits, plus...
  - Naming rights to Vendor Market area of festival
  - All mentions of Vendor Market will include sponsor name



- “Bikes, Trikes & Power Wheels” Car Show - \$5,000
  - Rosebud level sponsor benefits, plus...
  - Company name/logo on car show T-shirts & trophies
  - Naming rights to Car Show area of festival
  - All mentions of Car Show will include sponsor name
  
- Tejas Fest Cornhole Tournament - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to Cornhole Tournament area of festival
  - All mentions of Cornhole Tournament will include sponsor name
  
- ~~● Tejas Fest Beer Booths - \$2,500 (SOLD!)~~
  - ~~○ Bluebonnet level sponsor benefits, plus...~~
  - ~~○ Naming rights to Beer Booths of festival~~
  - ~~○ Sponsor logo included on festival 21+ wristbands~~
  - ~~○ All mentions of Beer Booths will include sponsor name~~
  
- Tejas Fest Beer Ticket Booths - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to Beer Ticket Booths of festival
  - Right to distribute sponsor-provided koozies at booths
  - All mentions of Beer Ticket Booths will include sponsor name
  
- Lucha Libre - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to Lucha Libre area of festival
  - Wrestlers can wear sponsor-provided T-shirts
  - All mentions of Lucha Libre will include sponsor name



- ~~Armadillo Racing - \$2,500 (SOLD!)~~
  - ~~Bluebonnet level sponsor benefits, plus...~~
  - ~~Naming rights to Armadillo Racing area of festival~~
  - ~~Armadillo racing staff can wear sponsor provided T-shirts~~
  - ~~All mentions of Armadillo Racing will include sponsor name~~
  
- “True to Tejas” Margarita Contest - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to Margarita Contest of festival
  - All mentions of Margarita Contest will include sponsor name
  
- “True to Tejas” Tamale-Eating Contest - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to Tamale-Eating Contest of festival
  - All mentions of Tamale-Eating Contest will include sponsor name
  
- Photo booth - \$2,500
  - Bluebonnet level sponsor benefits, plus...
  - Naming rights to event photo booth of festival
  - All mentions of photo booth will include sponsor name
  - All individual photographs will include sponsor logo



## SPONSOR OPPORTUNITIES

Thank you for your support of  
**Tejas Fest 2024!** Please check one of the levels below:

### SPONSORSHIPS:

Live Oak Level Sponsor: \$25,000  
Anaqua Level Sponsor: \$10,000  
Prickly Pear Level Sponsor: \$5,000  
Rosebud Level Sponsor: \$2,500  
Bluebonnet Level Sponsor: \$1,000

### UNDERWRITER OPPORTUNITIES

VIP Hospitality Suite Underwriter: \$10,000  
Kids' Corral Underwriter: \$5,000  
Vendor Market Underwriter: \$5,000  
"Bikes, Trikes & Power Wheels" Car Show  
Underwriter: \$5,000

### UNDERWRITER OPPORTUNITIES (cont.)

Cornhole Tournament Underwriter: \$2,500  
~~Beer Booth Underwriter: \$2,500~~  
Beer Ticket Booth Underwriter: \$2,500  
Lucha Libre Underwriter: \$2,500  
~~Armadillo Racing Underwriter: \$2,500~~  
"True to Tejas" Margarita Contest  
Underwriter: \$2,500  
"True to Tejas" Tamale Eating Contest  
Underwriter: \$2,500  
Photo Booth Underwriter: \$2,500

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Contact Name \_\_\_\_\_ Company Name \_\_\_\_\_

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Billing Address \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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Phone \_\_\_\_\_

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Email \_\_\_\_\_

I am requesting an invoice.  My payment is enclosed.

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Signature and Date \_\_\_\_\_

Please make checks payable to "Victoria Main Street Program"