



TEJAS FEST 2026 SPONSORSHIP PACKET

Thank you for your interest in sponsoring Tejas Fest 2026, happening October 2-3 in beautiful De Leon Plaza in Downtown Victoria! Tejas Fest is the 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,

Elizabeth Tise
Victoria Main Street Manager
City of Victoria, Texas

etise@victoriatx.gov
361-485-3119



SPONSOR LEVELS AND BENEFITS

“Live Oak” Level Sponsor -
\$20,000 (SOLD!)

- Festival present sponsor –
“Tejas Fest 2026, 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
- Sponsor gift
- Sponsor video
advertisement on LED
Walls
- Social media mention
- E-Newsletter inclusion
- Custom 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
- Custom 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
- 20'x10' sponsor booth space available upon 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
- 10'x10' sponsor booth space available upon 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
- 10'x10' sponsor booth space available upon request

UNDERWRITER OPPORTUNITIES

- Tejas Fest VIP Hospitality Area - \$10,000
 - Prickly Pear level sponsor benefits, plus...
 - Naming rights to VIP Hospitality Area of festival
 - Sponsor signage on VIP Bar, catering area, and luxury restroom trailer
 - All mentions of VIP Hospitality Area will include sponsor name
- ~~Tejas Fest Kids' Corral - \$5,000 (SOLD!)~~
 - ~~○ Rosebud level sponsor benefits, plus...~~
 - ~~○ Naming rights to Kids' Corral area of festival~~
 - ~~○ Naming rights to Kids' Corral stage~~
 - ~~○ All mentions of Kids' Corral and Kids' Corral stage 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



- Sponsor gifts - \$2,500
 - Bluebonnet level sponsor benefits, plus...
 - Company logo on all sponsor gift drinkware (purchased by Festival)
 - Company swag and promotional materials can be included in all sponsor gifts (provided by Company)
 - All mention of sponsor gifts will include sponsor name

- “Bikes, Trikes & Power Wheels” Car Show - \$2,500
 - Bluebonnet 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
 - Bluebonnet level sponsor benefits, plus...
 - Naming rights to Beer Booths of festival
 - Right to distribute sponsor-provided koozies at booths
 - All mentions of Beer Booths with include sponsor name

- Tejas Fest Beer Ticket Booths - \$2,500
 - Bluebonnet level sponsor benefits, plus...
 - Naming rights to Beer Ticket Booths of festival
 - Sponsor logo included on festival 21+ wristbands
 - All mentions of Beer Ticket Booths will include sponsor name



- ~~Photo booth—\$2,500 (SOLD!)~~
 - ~~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~~

...MORE UNDERWRITING OPPORTUNITIES TO COME!