



# SPONSORSHIP OPPORTUNITIES

BACON BASH TEXAS IS A REGISTERED 501(C)3 ORGANIZATION.

A cowboy wearing a white long-sleeved shirt and a white cowboy hat is seen from the back, with his right arm raised and holding a microphone. He is addressing a large, dark crowd of people at night. The scene is illuminated by stage lights, creating a high-contrast, dramatic atmosphere. A yellow diagonal stripe is visible in the lower-left quadrant of the image.

**OVER \$515,000 RAISED FOR CHILDREN WITH TYPE 1 DIABETES AND NIKI WARMS THE COLD SINCE 2012.**



# THANK YOU

We have been able to raise over \$515,000 for children with Type 1 Diabetes and Niki Warms the Cold since 2012 because of the support of generous sponsors like you. 2021 marks our tenth year of bacon eatin', boot scootin', and money raisin', and we hope you'll join us for the ride.

We take great pride in our sponsor partnerships. We are committed to serving each of our sponsors well throughout our advertising / promotional efforts, event experiences, and the countless people we are able to help on our sponsors' behalf.

We look forward to working with you and greatly appreciate your support of Bacon Bash Texas!

Neil Dudley  
President, Bacon Bash Texas Board of Directors

## CRANFILLS GAP, TEXAS

Population: 281  
Population During BBT: 2,400+

## 2021 EVENTS

BACON BASH TEXAS  
- Saturday, October 16  
Cranfills Gap, TX

## BACON BASH 2019

-2,400 ATTENDEES  
50% FROM CENTRAL TEXAS  
40% FROM DFW  
10% FROM OTHER TEXAS CITIES



## NIKI WARMS THE COLD

Niki Warms the Cold is a charity born in memory of Cranfills Gap native, Niki Carlson, shortly after her unexpected death. Niki dreamed of keeping blankets in her car to hand out to folks in need. This dream became reality as the seed Niki planted with her family began to grow. Niki Warms the Cold distributes coats and blankets to those in need across the state of Texas. Bacon Bash Texas hosts a coat and blanket drive at each year's event. A portion of the event proceeds will help Niki Warms the Cold purchase additional blankets and coats.

## TYPE 1 DIABETES

Niki's cousin, Lexie Finstad and Cranfills Gap native, was diagnosed with Type 1 Diabetes. She was a nine year camper at a specialized Diabetes camp in North Texas. The camp's main focus was to educate children on their illness and to help instill healthy habits in campers, while connecting them with other children with Diabetes. These specialized camps make a huge impact in the life of a child with Type 1 Diabetes! Bacon Bash Texas has a scholarship fund to send children with Type 1 Diabetes to these camps. Scholarships are fully funded by Bacon Bash Texas proceeds. Bacon Bash Texas also provides funding to families for Continuous Glucose Monitoring Systems with event proceeds. This system allows remote monitoring of a Diabetes patient's glucose levels and alerts a parent when the child's levels become dangerous. Each year, Bacon Bash also makes a financial donation to JDRF to aid in T1 research. Scholarship and funding applications are available at [www.BaconBashTexas.com](http://www.BaconBashTexas.com). If you know a child (under the age of 18) with Type 1 Diabetes, please be sure to pass application information to their parents!



NIKI CARLSON & LEXIE FINSTAD

# BACON SAVES LIVES

### AFTER OUR 2019 EVENTS, WE WERE ABLE TO GIVE:

- Over \$31,000 to Niki Warms the Cold to help purchase new coats, blankets, & warm winter gear for homeless people across the state of Texas!
- Over \$55,000 in Continuous Glucose Monitoring System Scholarships to 17 kids!
- Over \$23,550 in Diabetes Camp Scholarships to 13 kids!
- Over \$5,000 to JDRF to help aid in T1 Research.

**IN 2020, WE WERE ABLE TO PROVIDE \$16,000 IN T1D SCHOLARSHIPS FOR CAMP & CGMS WITH THE HELP OF OUR GENEROUS AND LOYAL DONORS! THANK YOU!**

**OVER \$515,000 RAISED FOR CHILDREN WITH TYPE 1 DIABETES AND NIKI WARMS THE COLD SINCE 2012.**



# EXCLUSIVE SPONSORSHIPS



## BACON SPONSOR \$20,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- VIP promotion all year
- Your product(s) promoted at all 2021 Bacon Bash Texas events
- Your banner on one main stage wing at Bacon Bash Texas
- Cooking station dedicated to your product line at Bacon Bash Texas

Full package details listed on page 11.  
Total value: \$35,000

## ENTERTAINMENT SPONSOR \$10,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your banner on one main stage wing at Bacon Bash Texas
- Your logo on all 2021 Bacon Bash Texas wristbands

Full package details listed on page 11.  
Total value: \$25,000

## VIP TENT SPONSOR \$10,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your signage at VIP Tent entrance and throughout VIP area at Bacon Bash Texas
- Special giveaway for VIPs at Bacon Bash featuring only your brand

Full package details listed on page 11.  
Total value: \$25,000

\*\*All exclusive sponsorship opportunities are first come, first served. Complete details of exclusive offerings are included within the package listing.

Don't see anything you like? We're happy to build a custom package to meet your marketing needs!





## FINAL TABLE JUDGING SPONSOR \$5,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Two stage mentions during final table judging
- Your logo on all final table judge social promotions
- Special website mention on judges page
- Final table judges will wear shirts featuring your brand

Full package details listed on page 11.  
Total value: \$15,000

## COOKOFF TEAMS SPONSOR \$5,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Giveaway for each team featuring your branding
- Your logo on all team social promotions
- Special website mention on teams page

Full package details listed on page 11.  
Total value: \$14,500

## LIVE AUCTION SPONSOR \$5,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Two stage mentions during live auction
- Your logo on all auction item social promotions
- Special website mention on auction page
- Bid winners receive custom giveaway featuring your brand

Full package details listed on page 11.  
Total value: \$14,500

# WHOLE HOG SPONSORSHIPS

## BEER SPONSOR \$5,000 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your logo on 2021 koozie distributed to all Bacon Bash Texas attendees
- Your signage at all BB beer bars

Full package details listed on page 11.  
Total value: \$11,000

\*\*All exclusive sponsorship opportunities are first come, first served. Complete details of exclusive offerings are included within the package listing.

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# HIGH ON THE HOG SPONSORSHIPS



## PORK BUTT SPONSOR \$3,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your branding at all participating team booths
- Custom branded paper boats given to all participating teams to serve pork butt samples in
- Signage featuring your brand & promoting pork butt competition at all event entrances

Full package details listed on page 11.  
Total value: \$10,000

\*\*All exclusive sponsorship opportunities are first come, first served. Complete details of exclusive offerings are included within the package listing.

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## VIP BAR SPONSOR \$3,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your signage at VIP bar
- 2 VIP tickets
- Signature cocktail named after your business

Full package details listed on page 11.  
Total value: \$10,000

## VIP TENT ACTIVITY SPONSOR \$3,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Activity hosted in the VIP tent featuring your brand
- Your signage in VIP tent

Full package details listed on page 11.  
Total value: \$10,000

## WINE FESTIVAL SPONSOR \$3,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Signage featuring your brand & promoting wine festival at all event entrances
- Your logo on all winery social promotions
- Special website mention on event happenings page

Full package details listed on page 11.  
Total value: \$10,000





## **BLOODY MARY BAR SPONSOR** **\$3,500 (1 AVAILABLE)**

### **EXCLUSIVE OFFERINGS:**

- Signage featuring your brand & promoting Bloody Mary bar at all event entrances
- Your logo on all Bloody Mary bar social promotions
- Special website mention on event happenings page

Full package details listed on page 11.  
Total value: \$10,000

## **MIXED DRINK BAR SPONSOR** **\$3,500 (1 AVAILABLE)**

### **EXCLUSIVE OFFERINGS:**

- Signage featuring your brand & promoting mixed drink bar at all event entrances
- Your logo on all mixed drink bar social promotions
- Special website mention on event happenings page

Full package details listed on page 11.  
Total value: \$10,000

## **CRAFT BREWS SPONSOR** **\$3,500 (1 AVAILABLE)**

### **EXCLUSIVE OFFERINGS:**

- Signage featuring your brand & promoting craft brews at all event entrances
- Your logo on all brewery social promotions
- Special website mention on event happenings page

Full package details listed on page 11.  
Total value: \$10,000

**HIGH ON THE HOG SPONSORSHIPS**

## **BREAKFAST BAR SPONSOR** **\$3,500 (1 AVAILABLE)**

### **EXCLUSIVE OFFERINGS:**

- Signage featuring your brand & promoting Big Texas Breakfast Bar at all event entrances
- Your logo on all Big Texas Breakfast Bar social promotions
- Special website mention on event happenings page

Full package details listed on page 11.  
Total value: \$10,000

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## CORNHOLE SPONSOR \$1,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Your brand featured on all cornhole tournament advertising
- Your logo on all tournament social promotions
- Large banner featuring your brand at cornhole tournament

Full package details listed on page 11.  
Total value: \$5,750

## ACOUSTIC STAGE SPONSOR \$1,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Exclusive banner featuring your brand at acoustic stage
- Your logo on all acoustic artist social promotions

Full package details listed on page 11.  
Total value: \$5,250

## PARKING SPONSOR \$1,500 (1 AVAILABLE)

### EXCLUSIVE OFFERINGS:

- Exclusive banner featuring your brand at all parking lot entrances
- Your logo on all parking social promotions

Full package details listed on page 11.  
Total value: \$5,000

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## **BOOT SHINE SPONSOR** **\$1,500** (1 AVAILABLE)

### **EXCLUSIVE OFFERINGS:**

- Exclusive banner featuring your brand at boot shine station
- Your logo on all boot shine social promotions

Full package details listed on page 11.  
Total value: \$4,750

## **HYDRATION STATION SPONSOR** **\$1,500** (1 AVAILABLE)

### **EXCLUSIVE OFFERINGS:**

- Exclusive banner featuring your brand at hydration station
- Your logo on all hydration social promotions

Full package details listed on page 11.  
Total value: \$4,750

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**HOG WILD**  
**SPONSORS**

## **PHOTO BOOTH SPONSOR** **\$1,500** (1 AVAILABLE)

**EXCLUSIVE OFFERINGS:**

- Exclusive banner featuring your brand at photo booth
- Your logo on all photo booth social promotions

Full package details listed on page 11.  
Total value: \$4,750

**SOLD**





## **BACON LOVER \$1,000**

### **EXCLUSIVE OFFERINGS:**

- Logo featured on BaconBashTexas.com with a link to your website
- Logo featured in the "Thank You" e-newsletter to go out post-Bacon Bash, in late October/early November 2021
- One mention promoting your involvement on Bacon Bash social media channels
- Logo featured with all sponsors on event sponsor board, hung prominently at events
- 4 Bacon Bash tickets

**Full package details listed on page 11.**

**Total value: \$2,000**

## **BACON FRIEND \$500**

### **EXCLUSIVE OFFERINGS:**

- Logo featured on BaconBashTexas.com with a link to your website
- Logo featured in the "Thank You" e-newsletter to go out post-Bacon Bash, in late October/early November 2021
- Logo featured with all sponsors on event sponsor board, hung prominently at events
- 2 Bacon Bash tickets

**Full package details listed on page 11.**

**Total value: \$1,500**

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# COMPLETE LIST OF SPONSOR BENEFITS

Flyin' Hog	Whole Hog	High on the Hog	Hog Wild	Bacon Lover	Bacon Friend
\$5,000+	\$5,000	\$3,500	\$1,500	\$1,000	\$500

## Print & Media

Logo featured on BaconBashTexas.com with a link to your website	x	x	x	x	x	x
Logo featured in the "Thank You" e-newsletter to go out post-Bacon Bash, in late October/early November 2021	x	x	x	x	x	x
Mentions promoting your involvement on Bacon Bash social media channels	5	5	3	3	1	
Logo featured on all Bacon Bash Texas Eventbrite sites	x	x	x	x		
Monthly newsletter footer	x	x	x	x		
Logo featured on all printed media (flyers, posters, etc.)	x	x	x			
Short video clips featuring your branding	3	1				
Named as a presenting sponsor	x	x				
Featured in all Bacon Bash Texas advertising efforts	x					

## Bacon Bash Texas

Logo featured with all sponsors on event sponsor board, hung prominently at event	x	x	x	x	x	x
Bacon Bash tickets	10	8	6	4	4	2
Exclusive banner featured prominently at the event	x	x	x	x		
Your logo featured on back of 2021 event t-shirt	x	x	x	x		
Opportunity to have a complimentary promotional booth at the event	x	x	x			
Onstage mentions at event	4	2	1			
Bacon Bash 2021 event t-shirts for your ticketholders	10	8	6			
Logo on all promotional materials (posters, flyers, digital efforts, etc.)	x	x				
Option to upgrade general admission tickets to VIP tickets for access to exclusive VIP Tent	10	4				



# BACON BASH TEXAS

BACONBASHTEXAS.COM

DESIGNED BY:



**ROOT & ROAM**

INTEGRATED MARKETING AGENCY