



SPONSORSHIP OPPORTUNITIES

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

A person wearing a white cowboy hat and an orange long-sleeved shirt is seen from the back, with their right arm raised in the air. They are standing in a large crowd of people at night, with city lights visible in the background. A large yellow diagonal stripe runs across the lower half 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. 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.



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 the 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 the 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 final table judging 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 each 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 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 HOES
SPONSORSHIPS

BEER SPONSOR

\$5,000 (1 AVAILABLE)

EXCLUSIVE OFFERINGS:

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

Full package details listed on page 11.
Total value: \$17,000

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

EXCLUSIVE OFFERINGS:

- Your branding at all participating team booths
- Custom branded paper plates 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

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



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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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



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