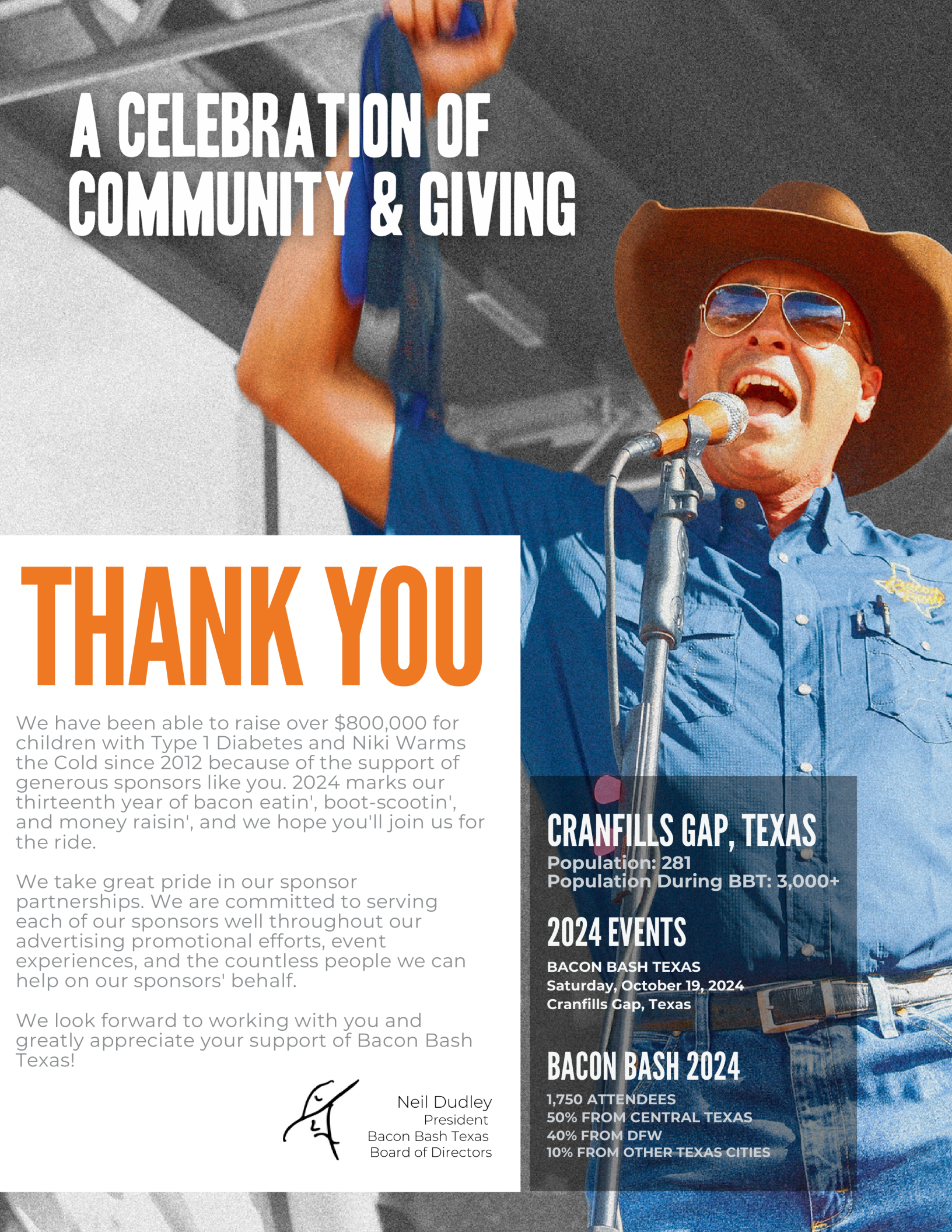

Bacon Bash
SPONSORSHIP
OPPORTUNITIES
BACON BASH TEXAS IS A REGISTERED 501(C)3 ORGANIZATION.
OVER $800,000 RAISED FOR CHILDREN WITH
TYPE 1 DIABETES AND NIKI WARMS THE COLD SINCE 2012.

A CELEBRATION OF COMMUNITY & GIVING



THANK YOU

We have been able to raise over $800,000 for children with Type 1 Diabetes and Niki Warms the Cold since 2012 because of the support of generous sponsors like you. 2024 marks our thirteenth 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 can 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: 3,000+

2024 EVENTS

BACON BASH TEXAS
Saturday, October 19, 2024
Cranfills Gap, Texas

BACON BASH 2024

1,750 ATTENDEES
50% FROM CENTRAL TEXAS
40% FROM DFW
10% FROM OTHER TEXAS CITIES

QUICK FACTS:
BACON BASH TEXAS 2024

CRANFILLS GAP, TEXAS

Population: 281
Population During BBT: 3,000

WHEN AND WHERE

Bacon Bash Texas

- **Saturday, October 19, 2024**
  Cranfills Gap, Texas

BACON BASH 2023

2,750 attendees, with a significant portion from Central Texas and surrounding areas.

SOCIAL MEDIA FOLLOWING

Facebook Reach: 412.9K people. 145% increase over last year.

Facebook Engagements: 33,061. 69% increase over last year.

Instagram Reach: 57,625 people.

Instagram Impressions: 110.5K impressions. 62% increase over last year.

Email list number of contacts: 7,163

BACON SAVES LIVES

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 T1D 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

AFTER OUR 2023 EVENTS, WE WERE ABLE TO GIVE $110,000 TO OUR SUPPORTED CHARITIES!

$71,500 in Camp & CGM Scholarships to children with Type 1 Diabetes

$33,000 to Niki Warms the Cold to support their work with homeless people across the state of Texas

$5,500 to Love Like You Mean It

OVER $800,000 RAISED FOR CHILDREN WITH TYPE 1 DIABETES AND NIKI WARMS THE COLD SINCE 2012.

FLYIN' HOG SPONSORSHIPS

MORE FLYIN' HOG SPONSOR BENEFITS

PRINT & MEDIA BENEFITS	INCLUDED IN ALL PACKAGES
Logo on BaconBashTexas.com with link	✓
Logo in "Thank You" e-newsletter	✓
Social media mentions	4
Logo on ticketing site	✓
Monthly newsletter footer presence	✓
Logo on all printed media	✓
Short video clips on social media	2
Named as a presenting sponsor	✓
Featured in all advertising efforts	✓

BACON BASH TEXAS EVENT PRESENCE	INCLUDED IN ALL PACKAGES
Logo on event sponsor board	✓
General admission tickets to event	10
Exclusive banner at the event	✓
Logo on back of event t-shirt	✓
Onstage mentions	4
Event t-shirts for ticket holders	10
Opportunity for a promotional booth	✓
VIP Tickets	10

BACON SPONSOR $20,000 (1 AVAILABLE)

SOLD

EXCLUSIVE OFFERINGS:

- VIP Promotion all year!
- Your products promoted at all
- 2024 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
- 15 VIP Tickets

Full package details listed on page 14.

Total value: $35,000

ENTERTAINMENT SPONSOR $10,000 (2 AVAILABLE)

EXCLUSIVE OFFERINGS:

- Your banner on one main stage wing
- Your logo on all 2024 wristbands
- 10 VIP Tickets

Full package details listed on page 14.

VIP TENT SPONSOR $10,000 (1 AVAILABLE)

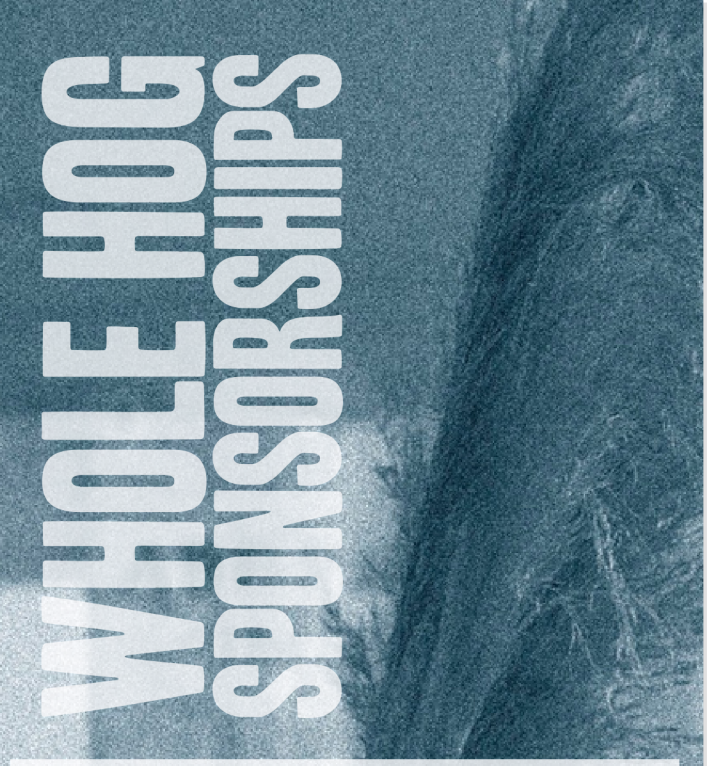
EXCLUSIVE OFFERINGS:

- Signage at the VIP Tent entrance and throughout the VIP area
- Special giveaway for VIPs featuring your brand
- 10 VIP Tickets

Full package details listed on page 14.

Note: All exclusive sponsorship opportunities are first-come, first-served. Complete details of exclusive offerings are included within the package listing.

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



WHOLE HOG SPONSORSHIPS

BEER SPONSOR $5,000 (1 AVAILABLE)

MELANIE J FINANCIAL, LLC stronger together

EXCLUSIVE OFFERINGS:

- Your logo on the 2024 koozie distributed to all Bacon Bash Texas attendees.
- Signage at all Bacon Bash Texas beer bars.

SOLD

BACON EATING CONTESTANT SPONSOR $5,000 (1 AVAILABLE)

Snooze AN A.M. EATERY

Savor the Competition: Sponsor the brave souls who dive fork-first into piles of bacon. As the sponsor for the Bacon Eating Contestants, your brand will be at the heart of this mouth-watering competition.

SOLD

HIGHLIGHTS:

- Contestant Branding: Your logo on contestant t-shirts or bibs.
- Social Media Features: Prominent placement in all contest-related promotions.
- Onstage Exposure: Acknowledgment during the contest for your support.

LIVING BACON WALL SPONSOR $5,000 (1 AVAILABLE)

Art in motion: The Living Bacon Wall is a unique and interactive art installation. Sponsor this attraction and watch as attendees marvel at this bacon-themed spectacle.

HIGHLIGHTS:

- Wall Branding: Prominent placement of your logo on or near the Living Bacon Wall.
- Social and Digital Recognition: Feature in all promotions related to the Living Bacon Wall, including a yearlong social media campaign.

Event Presence: Recognition during the event for sponsoring this one-of-a-kind attraction.

LIVE AUCTION SPONSOR $5,000 (1 AVAILABLE)

EXCLUSIVE OFFERINGS:

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

COOKOFF TEAM 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 the teams' page.

FINAL TABLE JUDGE SPONSOR $5,000 (1 AVAILABLE)

EXCLUSIVE OFFERINGS:

- Two stage mentions during final table judging.
- Your logo on all final tables judges social promotions.
- Final table judges will wear shirts featuring your brand.

FULL PACKAGE DETAILS LISTED ON PAGE 14.

LIVE MURAL SPONSOR $5,000 (1 AVAILABLE)

Art in Action: Sponsor the creation of a live mural at Bacon Bash. This dynamic and visually captivating sponsorship puts your brand at the center of a creative masterpiece.

HIGHLIGHTS:

- Mural Signage: Your brand is displayed near the mural.
- Social Media Features: Inclusion in all live mural-related promotions.
- Artist Collaboration: Opportunity to work with the artist for brand integration.

CORNHOLE TOURNAMENT SPONSOR $5,000 (1 AVAILABLE)

Cora Owens family

Score a direct hit with event attendees as the sponsor of the Cornhole Tournament. Your brand will be at the center of this beloved lawn game, enjoyed by competitors and spectators alike.

SOLD

EXCLUSIVE OFFERINGS:

- Tournament Advertising: Your brand will be featured on all cornhole tournament advertising.
- Social Media Spotlight: Your logo will be included in all tournament-related social promotions.
- Banner Display: A large banner featuring your brand at the cornhole tournament area.
- Website Acknowledgment: Special mention on the event happenings page.

HYDRATION STATION SPONSOR $5,000 (1 AVAILABLE)

CCMC Comanche County Medical Center Health System

Keep the festival-goers refreshed as the Hydration Station Sponsor. This is a vital and highly visible opportunity to showcase your brand's commitment to attendee comfort and well-being.

SOLD

EXCLUSIVE OFFERINGS:

- Visible Presence: Your brand will be front and center with an exclusive banner at the hydration station.
- Social Media Visibility: Benefit from your logo being featured on all hydration station social promotions, ensuring a wide reach.

MORE WHOLE HOG SPONSOR BENEFITS

PRINT & MEDIA BENEFITS	INCLUDED IN ALL PACKAGES
Logo on BaconBashTexas.com with link	✓
Logo in "Thank You" e-newsletter	✓
Social media mentions	4
Logo on ticketing site	✓
Monthly newsletter footer presence	✓
Logo on all printed media	✓
Short video clips on social media	1
Named as a presenting sponsor	
Featured in all advertising efforts	

BACON BASH TEXAS EVENT PRESENCE	INCLUDED IN ALL PACKAGES
Logo on event sponsor board	✓
General admission tickets to event	8
Exclusive banner at the event	✓
Logo on back of event t-shirt	✓
Onstage mentions	2
Event t-shirts for ticket holders	8
Opportunity for a promotional booth	✓
Logo on all promotional materials	✓
VIP Tickets	4

HIGH ON THE HOG SPONSORSHIPS

BMY
Boucher, Morgan and Young, a P. C.



VIP BAR SPONSOR
$3,500 (1 AVAILABLE)

SOUTHWESTERN ADVISORY GROUP

Quench the thirst of our exclusive attendees as the VIP Bar Sponsor. This is your opportunity to mix brand exposure with pleasure as guests indulge in high-profile libations.

SOLD

EXCLUSIVE OFFERINGS:

- Prominent Signage: Your brand will be the toast of the event with signage at the VIP bar.
- VIP Access: Receive 2 VIP tickets for an elevated Bacon Bash experience.
- Signature Cocktail: Have a cocktail named in honor of your business, creating a memorable brand connection.

WINE FESTIVAL SPONSOR
$3,500 (1 AVAILABLE)

Celebrate the finer notes of Bacon Bash as the Wine Festival Sponsor. Your brand will resonate with every sip, offering a sophisticated touch to the festivities.

EXCLUSIVE OFFERINGS:

- Festival-Wide Signage: Gain visibility with signage promoting the wine festival at all event entrances.
- Social Promotions: Feature your logo on all winery-related social promotions.
- Website Highlight: Receive a special mention on the event happenings page.

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

Elevate the VIP experience with an interactive brand showcase. As the VIP Tent Activity Sponsor, engage attendees with an exclusive activity they'll remember.

EXCLUSIVE OFFERINGS:

- Interactive Branding: Host an activity in the VIP tent featuring your brand.
- VIP Passes: Enjoy the event with 2 VIP tickets.
- Dedicated Signage: Your brand will be featured prominently within the VIP tent.

PORK BUTT SPONSOR
$3,500 (1 AVAILABLE)

Get in on the ground-floor of the savory competition by sponsoring the Pork Butt event. Your brand will be associated with one of the most popular and beloved contests of the festival.

SOLD

EXCLUSIVE OFFERINGS:

- Team Booth Branding: Your logo will be featured at all participating team booths.
- Custom Branding: Serve up samples in custom-branded paper boats, spreading your brand throughout the grounds.
- Event Entrance Promotion: Enjoy event-wide exposure with signage at all entrances promoting the pork butt competition.

COOK OFF JUDGES SPONSOR
$3,500 (1 AVAILABLE)

As the Cook off Judges Sponsor for our onsite and pork butt competition (not including final table), your brand gets savory exposure by being associated with the esteemed panel that decides the best bacon dishes.

EXCLUSIVE OFFERINGS:

- Judges' Branding: Your logo on judges' apparel.
- Media Coverage: Acknowledgment in all cookoff-related media and press releases.
- Event Acknowledgment: Special mentions during the cook off event.



HIGH ON THE HOG SPONSORSHIPS

BREAKFAST BAR SPONSOR
$3,500 (1 AVAILABLE)

Start the day right as the Breakfast Bar Sponsor. Revel in the gratitude of early risers as they enjoy the most important meal of the day, courtesy of your brand.

EXCLUSIVE OFFERINGS:

- Prominent Signage: Your brand will greet every attendee with signage promoting the Big Texas Breakfast Bar at all event entrances.
- Social Media Exposure: Your logo will be featured on all Big Texas Breakfast Bar social promotions.
- Website Feature: A special mention on the event happenings page on our website.

BEST DRESSED CONTEST

Horny Toad Bar & Grill
Cranfills Gap, Texas
EST. 2006

SOLD

MORE HIGH ON THE HOG SPONSOR BENEFITS

PRINT & MEDIA BENEFITS	INCLUDED IN ALL PACKAGES
Logo on BaconBashTexas.com with link	✓
Logo in "Thank You" e-newsletter	✓
Social media mentions	2
Logo on ticketing site	✓
Monthly newsletter footer presence	✓
Logo on all printed media	
Short video clips on social media	
Named as a presenting sponsor	
Featured in all advertising efforts	

BACON BASH TEXAS EVENT PRESENCE	INCLUDED IN ALL PACKAGES
Logo on event sponsor board	✓
General admission tickets to event	6
Exclusive banner at the event	✓
Logo on back of event t-shirt	✓
Onstage mentions	1
Event t-shirts for ticket holders	6
Opportunity for a promotional booth	
Logo on all promotional materials	
Option to upgrade tickets to VIP access	

SWAG BAG SPONSOR $3,500 (1 AVAILABLE)

Trek Strategy

SOLD

Memories to Take Home: Every attendee loves a goodie bag. As the SWAG Bag Sponsor, your brand will be taken home by every attendee, prolonging your impact beyond the event.

HIGHLIGHTS:

- Bag Branding: Your logo on the official event SWAG bags.
- Lasting Impression: Continued brand visibility as attendees use these bags in their daily lives.

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

Spice up the event as the Bloody Mary Bar Sponsor. Be the brand behind the bold flavors at the festival's most invigorating stop.

EXCLUSIVE OFFERINGS:

- Featured Signage: Signage featuring your brand and promoting the Bloody Mary bar at all event entrances.
- Social Media Visibility: Your logo on all Bloody Mary bar social promotions.
- Event Website Listing: Special mention on the event happenings page.

Note: All exclusive sponsorship opportunities are first-come, first-served. Complete details of exclusive offerings are included within the package listing.

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

PARKING SPONSOR
$1,500 (1 AVAILABLE)

Drive into the spotlight as the Parking Sponsor. This is a unique opportunity to welcome every attendee even before they step into the event, making your brand the first and last impression of their Bacon Bash experience.

EXCLUSIVE OFFERINGS:

- Visible Branding: Display an exclusive banner featuring your brand at all parking lot entrances.
- Social Media Presence: Your logo will be featured on all parking-related social promotions.

ACOUSTIC STAGE SPONSOR
$1,500 (1 AVAILABLE)

FSSB First Security State Bank

Set the tone for the event as the Acoustic Stage Sponsor. Your brand will resonate with the chords and melodies of the festival, creating a harmonious connection with the audience.

SOLD

EXCLUSIVE OFFERINGS:

- Stage Presence: An exclusive banner featuring your brand will grace the acoustic stage.
- Artist Collaboration: Your logo will accompany all social promotions involving acoustic artists.

CRAFT BREW SPONSOR
$1,500 (1 AVAILABLE)

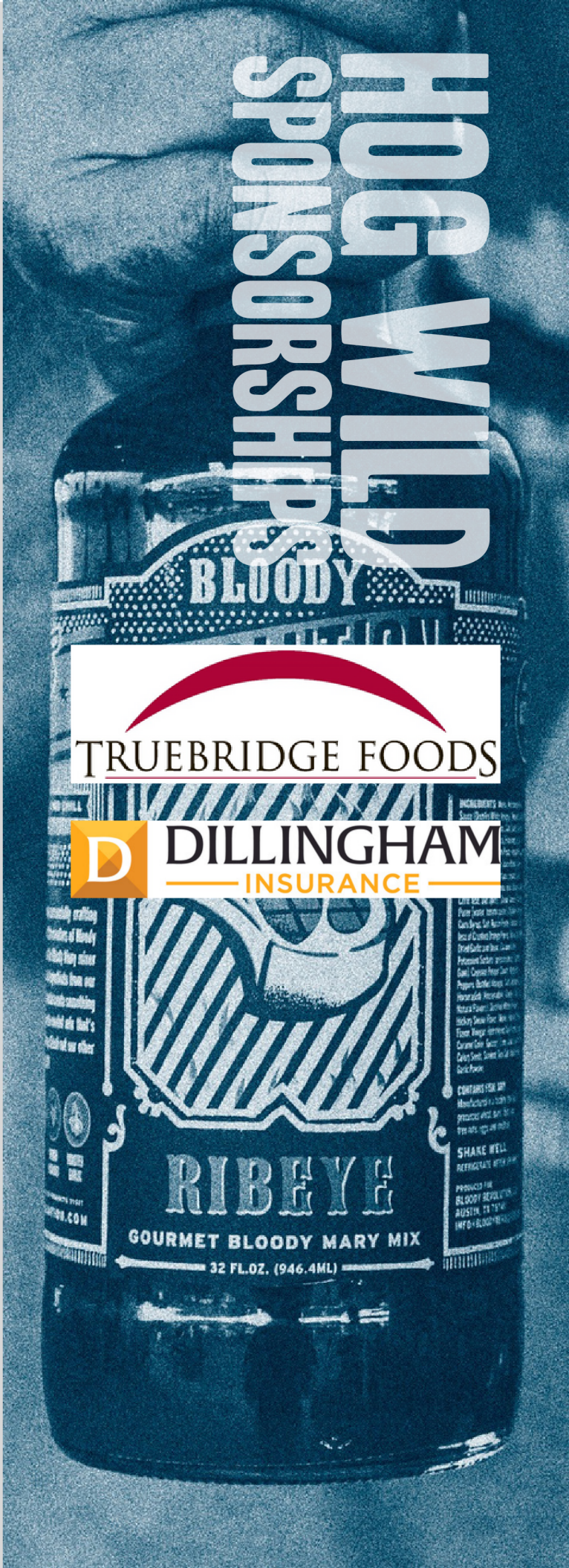
M3 PACKAGING SOLUTIONS

Pour into the hearts of beer enthusiasts as the Craft Brews Sponsor. This sponsorship is perfect for showcasing your brand amidst a crowd appreciative of fine brews and good times.

SOLD

EXCLUSIVE OFFERINGS:

- Festival-Wide Exposure: Place signage featuring your brand at all event entrances, promoting the craft brews.
- Brewery Branding: Your logo on all brewery-related social promotions.
- Website Feature: A special mention on the event happenings page.



MORE HOG WILD SPONSOR BENEFITS

PRINT & MEDIA BENEFITS	INCLUDED IN ALL PACKAGES
Logo on BaconBashTexas.com with link	✓
Logo in "Thank You" e-newsletter	✓
Social media mentions	1
Logo on ticketing site	✓
Monthly newsletter footer presence	
Logo on all printed media	
Short video clips on social media	
Named as a presenting sponsor	
Featured in all advertising efforts	

BACON BASH TEXAS EVENT PRESENCE	INCLUDED IN ALL PACKAGES
Logo on event sponsor board	✓
General admission tickets to event	4
Exclusive banner at the event	✓
Logo on back of event t-shirt	✓
Onstage mentions	
Event t-shirts for ticket holders	
Opportunity for a promotional booth	
Logo on all promotional materials	
Option to upgrade tickets to VIP access	

EVENT STAFF SPONSOR $1,500 (1 AVAILABLE)

Behind the Scenes Heroes: The Event Staff are integral to the success of Bacon Bash. Sponsoring them puts your brand in tandem with the hardworking individuals who make the event run smoothly.

HIGHLIGHTS:

- Staff Apparel Branding: Your logo on all staff t-shirts.
- Acknowledgment: Recognition in event literature and staff-related promotions.

BOOT SHINE SPONSOR $1,500 (1 AVAILABLE)

Step into the spotlight as the Boot Shine Sponsor. This sponsorship is a chance to connect with attendees in a personal and memorable way, as they get their boots spruced up.

EXCLUSIVE OFFERINGS:

- Prominent Branding: An exclusive banner featuring your brand at the Boot Shine station.
- Social Media Engagement: Your logo on all Boot Shine-related social promotions, reaching an audience engaged in the event's rustic charm.

PHOTO BOOTH SPONSOR $1,500 (1 AVAILABLE)

Capture fun moments as the Photo Booth Sponsor. This engaging sponsorship puts your brand in the frame as attendees take home memories with your logo on them.

EXCLUSIVE OFFERINGS:

- Exclusive Branding: A banner featuring your brand at the photo booth.
- Digital Promotion: Your logo on all photo booth social promotions, making your brand a part of attendees' shared memories.

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 2024
- One mention promoting your involvement on Bacon Bash social media channels
- Logo featured with all sponsors on event sponsor board, hung prominently at event
- 4 Bacon Bash tickets

HAMILTON HEALTHCARE SYSTEM

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 2024
- Logo featured with all sponsors on event sponsor board, hung prominently at event
- 2 Bacon Bash tickets

JPL GROUP

Blend-Pak

Note: All exclusive sponsorship opportunities are first-come, first-served. Complete details of exclusive offerings are included within the package listing.

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



SPONSORSHIP PACKAGE SUMMARY CHART

Sponsorship Level	Flyin' Hog	Whole Hog	High on the Hog	Hog Wild	Bacon Lover	Bacon Friend
Sponsorship Cost	$10,000+	$5,000	$3,500	$1,500	$1,000	$500
Logo on Website	✓	✓	✓	✓	✓	✓
Logo in post event Thank You email	✓	✓	✓	✓	✓	✓
Featured on All Sponsor Event Banner	✓	✓	✓	✓	✓	✓
Ticketing Site Presence	✓	✓	✓	✓		
VIP Tickets	10	4				
General Admission Tickets	10	8	6	4	4	2
Social Media Mentions	4	4	2	1	1	
Exclusive Event Banner	✓	✓	✓	✓		
Logo on Event T-Shirt	✓	✓	✓	✓		
Onstage Mentions	4	2	1			
Event T-Shirts for Your Ticket Holders	10	8	6			
Logo in Footer of All Bacon Bash Texas emails	✓	✓	✓			
Logo on All Printed Media	✓	✓				
Video Clips on Social Media	2	1				
Promotional Booth Option	✓	✓				
Logo on Promotional Materials (Poster, Flyers)	✓	✓				
Presenting Sponsor	✓					
General Admission (with opiton to upgrade to VIP)	10	8	6	4	4	2
Exclusive Offerings	See Package for Details	See Package for Details	See Package for Details	See Package for Details	See Package for Details	Varied

Note: "Varied" in Exclusive Offerings indicates that each sponsorship level has its own set of unique benefits, which are detailed in their respective sections of the package.

BACON BASH TEXAS

BACONBASHTEXAS.COM



DESIGNED BY:

root&roam

INTEGRATED MARKETING AGENCY