



# BACON BEER BANDS WINE

20  
25

## SPONSORSHIP OPPORTUNITIES

OVER \$939,000 RAISED FOR CHILDREN WITH TYPE 1  
DIABETES & NIKI WARMS THE COLD SINCE 2012.

# OCTOBER 18<sup>20</sup><sub>25</sub>

*Cransfills Gap, TX*

# BIGGER. BADDER. BACONIER.

We're taking Bacon Bash Texas to a whole new level in 2025—going HOG WILD to surpass the million-dollar mark for kids with Type 1 Diabetes and Niki Warms the Cold.

Join 3,000+ festival-goers, top Texas brands, and legendary bacon lovers on October 18th in Cranfills Gap for the biggest bacon bash yet!

## MEET OUR BACON-OBSESSED AUDIENCE

ANNUAL ATTENDEES

2,500+

60%



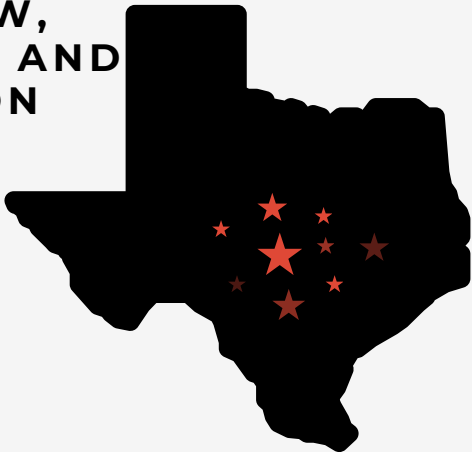
WOMEN

40%



MEN

60% CENTRAL TEXAS  
40% DFW, AUSTIN, AND HOUSTON



### SOCIAL MEDIA STATS

14.7K+ FOLLOWERS,  
376.7K+ ANNUAL REACH,  
16.1K+ ANNUAL ENGAGEMENTS  
EMAIL STATS  
4K+ SUBSCRIBERS

21-55 (majority 35-54) | AGE

### INTEREST



BEER AND WINE



OUTDOORS & ADVENTURE



LIVE MUSIC



WESTERN LIFESTYLE



FOODIES



# WINE GARDEN

## Partnership Opportunities

Become a part of Bacon Bash Texas 2025 and present your wines to thousands of eager, bacon-loving festival attendees! We are specifically seeking wine product donations (product trade), making it easy and budget-friendly for your winery to participate and get exposure while enhancing the experience for those attending the Bacon Bash Texas event.









# WHY PARTNER WITH BACON BASH TEXAS?

## Unparalleled Exposure:

- Showcase your winery to over 2,500 enthusiastic festival-goers who are passionate about food, drinks, and unique experiences.

## Exclusive Sampling Opportunities:

- Highlight your wines in our dedicated sampling areas and gain premium visibility in the VIP tent (limited VIP opportunities available).

## Direct Consumer Engagement:

- Build meaningful connections with attendees by sampling your wines, sharing your story, and creating memorable interactions.

## Boost Your Sales:

- Take advantage of the opportunity to sell bottles onsite, turning festival-goers into loyal customers.

## Be Part of a Cause:

- Join a community-driven event that supports children with Type 1 Diabetes and Niki Warms the Cold, aligning your brand with a meaningful mission.



# VIP & GENERAL ADMISSION SAMPLING & SALES

(\$3,500 Value - In Kind Donation)

This package combines **\$1,500** in donated wine plus a **\$1,500** value **auction** item or game prize. We're proud to showcase your brand in a big way.

	INCLUDED
Branded 3×5 activation in the VIP Tent (only 2 spots remaining)	✓
10×10 booth space for GA sampling	✓
General Admission Tickets	6
Priority Placement of Logo on Wine Garden landing page	✓
Bottle sales opportunity (TABC permit required)	✓
Social media mentions	3
Verbal mention by event emcee	✓
Logo in Wine Garden email + post-event thank-you	✓
Logo on event T-shirt	✓
Logo on main stage sponsor banner	✓
Optional: winery-supplied branded banner	✓
Logo on Wine Garden promotional materials (posters, flyers)	✓
Auction item featured online & at event	✓
Dedicated sponsor spotlight in pre-event email	✓
2 VIP Tickets for your team to sample and serve in VIP tent (\$1,990 value)	✓

Committed Sponsors





# GENERAL ADMISSION SAMPLING & SALES

(\$1,500 Value - In Kind Donation)

Our most popular winery partner package. Showcase your wine in both VIP and GA areas, and enjoy premium branding benefits.

	INCLUDED
10x10 booth space for general admission sampling in Wine Garden	✓
General Admission Tickets	4
Opportunity for onsite bottle sales (TABC permit required)	✓
Logo on Wine Garden banner, signage & website	✓
Social media mentions	1
Email feature in Wine Garden spotlight blast	✓
Optional: winery-supplied branded banner	✓
Post-event thank-you inclusion	✓
Logo in post-event thank you email	✓
Option to have wine sampled in VIP tent by our TABC VIP bartenders	✓

**\*This tier does not include vip passes**

# GENERAL ADMISSION SAMPLING & SALES

(\$500 - In Kind Donation)

Great for local wineries who want to pour, promote, and connect with 2,500+ bacon-loving festival-goers.

	INCLUDED
10x10 booth space for general admission sampling in Wine Garden	✓
Bottle sales opportunity (TABC permit required)	✓
Logo on signage, Wine Garden banner & website	✓
General Admission Tickets	2
Logo on Wine Garden landing page	✓
Logo in Wine Garden email blast & post-event thank-you	✓



# GENERAL ADMISSION SAMPLING

(Under \$500 - In Kind Donation)

We're grateful for every ounce of support from our winery community—even the small pours make a big impact! This option is perfect for wineries who want exposure but can't commit to higher trade levels.

	INCLUDED
Your wine served by our Wine Garden team to general admission attendees	✓
Exposure to over 2,500 guests	✓
Recognition in Wine Garden thank-you email	✓
Logo placement on Wine Garden event banner	✓

This tier does not include booth space, event tickets, or the ability to pour personally, but your wine will still be tasted and enjoyed by thousands.

# NIKI WARMS THE COLD

Niki Warms the Cold is a charitable organization founded in memory of Niki Carlson from Cranfills Gap, who wanted to help those in need by distributing coats and blankets. Her family realized this vision, providing warmth to Texans during winter. Each year, Bacon Bash Texas contributes event proceeds to buy supplies and hosts an annual coat and blanket drive in October to support Niki's legacy of kindness.

# TYPE 1 DIABETES

Lexie Finstad, a native of Cranfills Gap, was diagnosed with Type 1 Diabetes as a child and attended a specialized diabetes camp in North Texas for nine summers, which focused on education, healthy habits, and peer connections.

In 2015, Bacon Bash Texas created a scholarship fund to send children with Type 1 Diabetes to these camps, funded by event proceeds. They also established another scholarship for financial assistance to acquire a Dexcom Continuous Glucose Monitoring System, which alerts parents to dangerous glucose levels.





# 2025 IMPACT REPORT

We're proud to announce that we donated \$98,825 to our supported charities in 2024!

- \$68,825 in Camp & CGM Scholarships to children with Type 1 Diabetes
- \$30,000 to Niki Warms the Cold to support their work with homeless people across the state of Texas