



Greetings,

The 49th Annual Schulenburg Festival, the “National Party of Texas,” is scheduled for July 30<sup>th</sup> – August 3<sup>rd</sup>, 2026.

The Festival Directors have been planning this year’s event for several months, and our sponsorship levels for this year are outlined below. This year, we are working to attract 75–100 IBCA cook-off teams to boost attendance and visibility.

The Schulenburg Festival depends on the support of local sponsors. It is only through the generosity and sense of community from sponsors, such as yourself, that we can continue to host the Schulenburg Festival each year. We respectfully ask you to consider sponsoring the 2026 event and hope you can join us in person. We are committed to delivering an event that reflects well on our community and our local businesses.

The Schulenburg Festival is a destination event in our local area with thousands of area citizens attending, along with drawing thousands of visitors from across Texas. Their attendance benefits businesses throughout Schulenburg and Fayette County through increased foot traffic, visibility, and spending. Our entertainment lineup has featured both Nashville artists and well-known Texas entertainers. We have served as a venue for Kevin Fowler, Eli Young Band, Cody Johnson, Pat Green, Shane Smith & the Saints, Tanner Usrey and Randy Rogers Band, all who have gone on to achieve immense success and fame. We host a CASI chili cook-off and IBCA BBQ cook-offs, men and women’s slow-pitch softball tournaments, and an award-winning CPRA/UPRA rodeo. Our parade is one of the largest and proudest in our area. Sponsor signage is prominently displayed throughout the grounds, displayed to a large audience of patrons. Our social media presence is strong and growing with over 8K Facebook Followers, with many of our posts reaching tens of thousands of people.

Over the years, the Festival Association has contributed more than half a million dollars in scholarships, donations, and community projects—keeping those dollars local.

We invite you to support this year’s Festival by selecting one of our eight sponsorship levels, designed to fit a range of budgets and marketing goals. We have also enclosed photos from past Festivals to showcase how sponsor signage is presented to attendees.

If you have any questions or concerns, please contact me or Anna Demel.

***All sponsorship forms need to be received by May 1<sup>st</sup>, 2026, to be included in printed promotional materials.***

Sincerely,

Schulenburg Festival President  
Scott Gresham

***FEEL FREE TO CALL, TEXT, OR EMAIL***

***Scott Gresham 979-743-1642***

***Anna Demel 979-743-1516***

***sponsors@schulenburgfestival.org***


# 2026 SCHULENBURG FESTIVAL SPONSORSHIP LEVELS



	LEVEL 1 FESTIVAL HEADLINER	LEVEL 2 COOK-OFF PARTNER	LEVEL 3 NATIONAL PARTY OF TEXAS TEAM	LEVEL 4 MVP (MOST VALUABLE PARTYGOER)	LEVEL 5 VIP (VERY IMPORTANT PARTYGOER)	LEVEL 6 SURVIVOR CLUB	LEVEL 7 KOOZIE CLUB	LEVEL 8 FESTIVAL FAN
COST PER SPONSOR	\$5,000	\$3,000	\$2,000	\$1,500	\$1,000	\$750	\$400	\$200
BUILD YOUR OWN PACKET (LEVEL 1 SPONSOR ONLY)	✓							
LOGO ON FESTIVAL POSTER	✓	✓	✓					
LOGO IN IBCA COOK-OFF FLYER	✓	✓						
RECOGNITION DURING COOK-OFF ANNOUNCEMENTS AND AWARDS CEREMONY	✓	✓						
BUSINESS NAME ON BEER ID WRISTBANDS	✓							
LOGO ON 1,000 KOOZIES TO BE DISTRIBUTED AT THE COOK-OFF		✓						
2 RESERVED JUDGING SPOTS AT COOK - OFF FINALS TABLE		✓						
RECOGNITION DURING FESTIVAL WEEKEND ANNOUNCEMENTS	✓	✓	✓					
BUSINES NAME ON WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓					
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓				
BUSINESS NAME ON FESTIVAL BROCHURES	✓	✓	✓	✓	✓	✓	✓	✓
BOOTH OPTION	✓							
SIGNAGE:			(Choice of 2 Locations)					
MAIN STAGE	✓							
MAIN PAVILION		✓	✓	✓	✓			
BBQ COOK-OFF REGISTRATION	✓	✓	✓	✓				
BBQ COOK-OFF JUDGING	✓	✓	✓	✓				
RODEO ARENA	✓	✓	✓	✓		✓		
DIGITAL SIGNAGE:								
PAVILION TOKEN BOOTH	✓	✓	✓	✓	✓	✓	✓	✓
BEER STAND	✓	✓	✓	✓	✓	✓	✓	
Gate Entry Tickets Friday (Good for Concert & Rodeo)	14	12	10	6	4	2		
Gate Entry Tickets Saturday (Good for Concert & Rodeo)	14	12	10	6	4	2		
Hospitality Room Passes	8	6	4	2				
Inside Gate Parking Pass	3	2	2	1				
Appreciation Dinner Tickets	14	12	10	6	4	2	2	

## 2026 SCHULENBURG FESTIVAL SPONSORSHIP TERMS

- Signs are provided by the Festival.
  - Sign Sizes (approximate)
  - Main Pavillion, Rodeo Arena, BBQ Cook-Off: 2' x 8' or 4' x 4'
- Digital Signs:
  - A digital display will be used this year in place of the 18" x 24" signs, it will present a continuously rotating reel highlighting participating sponsors.
  - Displays will be located at the Token Booth or the Beer Stand
- Festival may re-use signs from prior year's if size is similar.
- Logos may be used if appropriate artwork is provided.
- Please email any artwork, logos, etc. to [sponsors@schulenburgfestival.org](mailto:sponsors@schulenburgfestival.org)
- Below are sample social media posts from 2025 highlighting a Sponsor. We encourage you to provide promotional content and business information to be featured in these posts to help showcase and promote your organization.
- Based on the number of responses, the committee reserves the right to arrange Pavilion signs in a manner that gives sponsors the highest degree of recognition. However, every attempt will be made to honor sponsor's first choice of placement

 Schulenburg Festival  
July 31, 2025 · 🌐

Our sponsors make the National Party of Texas possible each year. Let's give our top-level sponsors some love as we count down to party time!!

**Brown Distributing Co.** delivers quality beverages to the Austin and surrounding area, from beer, wine, & ready-to-drink cocktails to energy drinks and bottled water. Founded in 1962, the company has grown from 3 trucks and 4 employees to 380 trucks and 400 employees. They focus on customer service and quality products. Since their beginning, they have been a key contributor to the communities in which they do business. They have been a proud sponsor of the Festival for many many years and we are grateful for the partnership!

Our sponsors make the National Party of Texas possible each year. Let's give our top-level sponsors some love as we count down to party time!!

**LEVEL 1 SPONSOR  
NATIONAL PARTY OF TEXAS TEAM**



**SCHULENBURG FESTIVAL 2025**

 Schulenburg Festival  
July 30, 2025 · 🌐

Our sponsors make the National Party of Texas possible each year. Let's give our top-level sponsors some love as we count down to party time!!

**Willie Joe's Processing** is a family owned & operated meat market with TWO locations to serve their customers - Schulenburg and Yoakum. They are a full-service butcher shop, always coming up with unique products, such as brisket burgers, stuffed mushrooms, brisket poppers, Tom Tom sausage, Southern pimiento cheese, and more...are you hungry yet?? 🍔

Plus all the regular beef, pork, chicken and fish options you would expect as well. AND of course processing - beef, hogs, sheep, goats, deer, & more!! Learn more about all they have to offer: [www.williejoesprocessing.com](http://www.williejoesprocessing.com) Willie Joe's is always ready to support community events...big thanks!

Please help thank ALL our sponsors for their support. See the full list on our website: [www.schulenburgfestival.org/sponsors](http://www.schulenburgfestival.org/sponsors)

**LEVEL 1 SPONSOR  
NATIONAL PARTY OF TEXAS TEAM**



**SCHULENBURG FESTIVAL 2025**

# SPONSORSHIP AGREEMENT



**PLEASE RETURN BY May 1<sup>st</sup>, 2026.**

Please fill out the form below and return it to the Schulenburg Festival Association

Schulenburg Festival Association  
Attn: Sponsorships  
P.O. Box 115  
Schulenburg, TX 78956  
Or Email to: [SPONSORS@SCHULENBURGFESTIVAL.ORG](mailto:SPONSORS@SCHULENBURGFESTIVAL.ORG)

Make checks payable to: **SCHULENBURG FESTIVAL ASSOCIATION**

## SPONSOR INFORMATION:

Business Name (as it appears on printed materials): \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Sponsorship Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Does your company have logos, artwork or preferred colors/fonts, etc.?  Yes\*  No *\*Please email artwork, logos, etc. to [sponsors@schulenburgfestival.org](mailto:sponsors@schulenburgfestival.org)*

Website: \_\_\_\_\_

Active on Social Media?  Facebook  Instagram  Other:

## Sponsorship Level: *select one & indicate sign placement, if eligible*

<input type="checkbox"/> <b>LEVEL 1 FESTIVAL HEADLINER</b> <b>\$5,000</b>	<b>Sign Locations:</b> <ul style="list-style-type: none"><li>▪ MAIN PAVILION STAGE</li><li>▪ BBQ COOK-OFF</li><li>▪ RODEO ARENA</li></ul>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li><li>▪ BEER STAND</li></ul>	<b>Additional Options:</b> <ul style="list-style-type: none"><li>▪ VENDOR BOOTH SETUP</li><li>▪ BUSINESS NAME ON BEER WRISTBANDS</li><li>▪ ADDITIONAL HIGH-LEVEL SPONSOR OPPORTUNITIES AVAILABLE – PLEASE CONTACT TO DISCUSS</li></ul>
<input type="checkbox"/> <b>LEVEL 2 COOK-OFF PARTNER</b> <b>\$3,000</b>	<b>Sign Locations</b> <ul style="list-style-type: none"><li>▪ BBQ COOK-OFF</li><li>▪ MAIN PAVILION (<i>please choose one</i>)<ul style="list-style-type: none"><li><input type="checkbox"/> South End (near stage)</li><li><input type="checkbox"/> North End (near beer stand)</li></ul></li><li>▪ RODEO ARENA</li></ul>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li><li>▪ BEER STAND</li></ul>	
<input type="checkbox"/> <b>LEVEL 3 NATIONAL PARTY OF TEXAS TEAM</b> <b>\$2,000</b>	<b>Sign Locations (<i>please choose 2</i>)</b> <b>MAIN PAVILION:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> SOUTH END (near stage)</li><li><input type="checkbox"/> NORTH END (near beer stand)</li></ul> <ul style="list-style-type: none"><li><input type="checkbox"/> BBQ COOK-OFF</li><li><input type="checkbox"/> RODEO ARENA</li></ul>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li><li>▪ BEER STAND</li></ul>	
<input type="checkbox"/> <b>LEVEL 4 MVP (MOST VALUABLE PARTYGOER)</b> <b>\$1,500</b>	<b>Sign Locations (<i>please choose 2</i>)</b> <b>MAIN PAVILION:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> SOUTH END (near stage)</li><li><input type="checkbox"/> NORTH END (near beer stand)</li></ul> <ul style="list-style-type: none"><li><input type="checkbox"/> BBQ COOK-OFF</li><li><input type="checkbox"/> RODEO ARENA</li></ul>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li><li>▪ BEER STAND</li></ul>	
<input type="checkbox"/> <b>LEVEL 5 VIP (VERY IMPORTANT PARTYGOER)</b> <b>\$1,000</b>	<b>Sign Locations (<i>please choose 1</i>)</b> <b>MAIN PAVILION:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> SOUTH END (near stage)</li><li><input type="checkbox"/> NORTH END (near beer stand)</li></ul>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li><li>▪ BEER STAND</li></ul>	
<input type="checkbox"/> <b>LEVEL 6 SURVIVOR CLUB</b> <b>\$750</b>	<b>Sign Location: RODEO ARENA</b> <b>Digital Sign Location: TOKEN BOOTH</b>		
<input type="checkbox"/> <b>LEVEL 7 KOOZIE CLUB</b> <b>\$400</b>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li><input type="checkbox"/> TOKEN BOOTH</li><li><input type="checkbox"/> BEER STAND</li></ul>		
<input type="checkbox"/> <b>LEVEL 8 FESTIVAL FAN</b> <b>\$200</b>	<b>Digital Sign Locations</b> <ul style="list-style-type: none"><li>▪ TOKEN BOOTH</li></ul>		

*If the above terms are acceptable, please sign below. This document and the attached proposal will serve as the sponsorship agreement between you or your company and the Schulenburg Festival Association.*

**Sponsor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Enclosed is my check for: \_\_\_\_\_  
OR  
 Bill me in the amount of: \_\_\_\_\_

**PLEASE RETURN THIS PAGE TO P.O. BOX 115, SHULENBURG, TX 78956 OR EMAIL TO [SPONSORS@SCHULENBURGFESTIVAL.ORG](mailto:SPONSORS@SCHULENBURGFESTIVAL.ORG)**

**NOTE: Deadline for inclusion in all promotional materials is May 1, 2026**

Please email you high-resolution business logo (.JPEG or .PNG) and this Agreement to [sponsor@schulenburgfestival.org](mailto:sponsor@schulenburgfestival.org). If applicable with your sponsorship level, email the details on your proposed promotional material for pre-approval.