



Greetings!

The 48th annual Schulenburg Festival, the “National Party of Texas”, is scheduled for July 31st – Aug. 3rd of this year.

The Festival Directors have been planning this year’s event for several months. Below you will find our sponsorship levels for this year’s festival. We are taking steps to try and attract as many as 75-100 IBCA cook-off teams this year.

It is only through the generosity and sense of community from sponsors, such as yourself, that we can continue hosting the Schulenburg Festival. I humbly ask you to please consider sponsoring Schulenburg Festival 2025. I assure you we are doing our best to make this year’s event worthy of our reputation. We hope that you will not only sponsor the Schulenburg Festival, but we also hope you can join us for this year’s events.

The Schulenburg Festival is a destination event in our local area. Thousands of area citizens attend, along with thousands of guests from all over the State of Texas. Their attendance benefits businesses right here in Schulenburg and Fayette County. We boast a proud history of entertainers, including both Nashville acts and many from the Texas music scene. We have served as a venue for artists such as Kevin Fowler, Eli Young Band, Pat Green, Randy Rogers Band, Shane Smith & the Saints, and Cody Johnson, who have all gone on to achieve immense success and fame. We host a CASI chili cook-off and an IBCA BBQ cook-off. The festival includes a men’s and a women’s softball tournament, and an award-winning CPRA/UPRA rodeo. Our parade is one of the largest and proudest in our area. As a result of our quality entertainment and the various events we host, sponsor signs are exposed to a large audience of patrons. Our social media presence is strong and growing-currently our Facebook page has over 7,500 followers, with our Instagram page around 1,500. Many of our social media posts reach tens of thousands of people.

Through the years, the Festival Association has given back over half a million dollars back into our community in the form of scholarships, donations, and community improvement projects.

We invite you to partner in our success through the purchase of a sponsorship package. Enclosed you will find the 2025 Schulenburg Festival sponsorship details. To maximize your advertising dollars, we offer six different sponsorship levels to allow you flexibility in your level of support. We have also enclosed photos of the various signage from previous year’s Festivals. These have been an added attraction and continue to catch the attention of our patrons.

If you have questions or concerns, please contact me or Nicole Michalke.

All sponsorship forms need to be received by May 26th to be included in printed promotional materials.

Sincerely,

Schulenburg Festival President
Mike Zweschper

FEEL FREE TO CALL, TEXT, OR EMAIL
Michael Zweschper 979-743-0656
Nicole Michalke 979-743-5617
sponsors@schulenburgfestival.org

2025 SCHULENBURG FESTIVAL SPONSORSHIP LEVELS

COOK-OFF PARTNER - \$2500

- Advertising on Festival poster
- Advertising on IBCA Cook-off flyer
- Recognition during cook-off announcements and awards ceremony
- Business name on 1000 koozies distributed at the cook-off
- 2 reserved judging spots at finals table
- Recognition in Pavilion stage announcements throughout weekend
- Business name and logo listed on Festival website.
- Recognition on Festival social media – individual post w/ logo & story
- Business name listed on Festival brochures
- 12 passes to Friday & Saturday night performances, including rodeo
- 6 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 2 inside-gate parking hangtags
- 12 tickets to Festival Appreciation Dinner

Signage:

- Large signs:
 - Main Pavilion
 - Cook-Off Registration & Judging Areas (2 signs)
 - Rodeo Arena
- Small signs:
 - 6 signs placed throughout cook-off grounds

LEVEL 1 – NATIONAL PARTY OF TEXAS TEAM - \$1500

- Advertising on Festival poster
- Recognition in Pavilion stage announcements throughout weekend
- Business name and logo listed on Festival website
- Recognition on Festival social media – individual post w/ logo & story
- Business name listed on Festival brochures
- 10 passes to Friday & Saturday night performances, including rodeo
- 4 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 2 inside-gate parking hangtags
- 10 tickets to Festival Appreciation Dinner

Signage:

- Large signs, choice of 2 locations:
 - Main Pavilion
 - Rodeo Arena
 - BBQ Cookoff
- Golf Tournament
- Kiddie Events (*tricycle races/kiddie parade*)
- Festival Hill (*grassy area, north end of pavilion*)

LEVEL 2 – MVP (MOST VALUABLE PARTYGOER) - \$1000

- Business name listed on Festival website
- Business name listed on Festival brochures
- Recognition on Festival social media (consolidated post of all Level 2 sponsors)
- 6 passes to Friday & Saturday night performances, including rodeo
- 2 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 1 inside-gate parking hangtag
- 6 tickets to Festival Appreciation Dinner

Signage:

- Large signs, choice of 2 locations:
 - Main Pavilion
 - Rodeo Arena
 - BBQ Cookoff
- Golf Tournament
- Festival Hill

LEVEL 3 – VIP (VERY IMPORTANT PARTYGOER) - \$750

- Business name listed on Festival website
- Business name listed on Festival brochures
- Recognition on Festival social media (consolidated post of all Level 3 sponsors)
- 4 passes to Friday & Saturday night performances, including rodeo
- 4 tickets to Festival Appreciation Dinner

Signage:

- Main Pavilion
- Golf Tournament
- Festival Hill

LEVEL 4 – SURVIVOR CLUB - \$500

- Business name listed on Festival website
- Business name listed on Festival brochures
- Recognition on Festival social media (consolidated post of all Level 4 sponsors)
- 2 passes to Friday & Saturday night performances, including rodeo
- 2 tickets to Festival Appreciation Dinner

Signage:

- Rodeo Arena
- Pavilion Token Booth

LEVEL 5 – KOOZIE CLUB - \$350

- Business name listed on Festival website
- Business name listed on Festival brochures

- Signage:
- Rodeo Arena **OR** Pavilion Token Booth
 - Golf Tournament

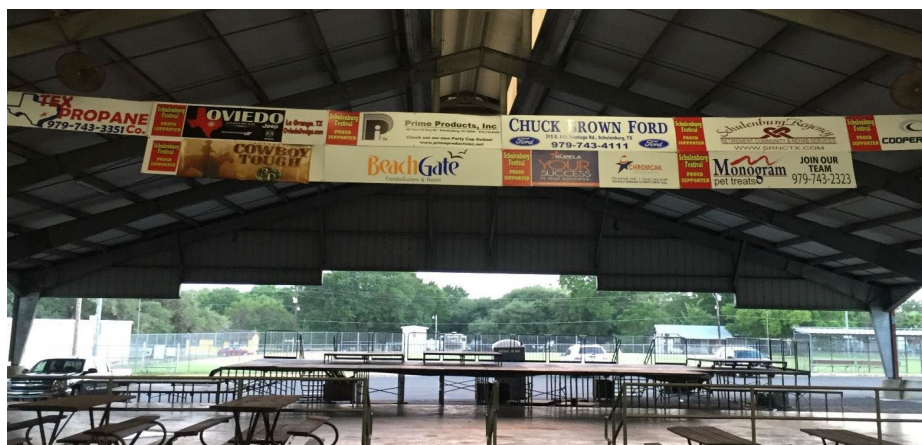
LEVEL 6 – FESTIVAL FAN - \$150

- Business name listed on Festival website
- Business name listed on Festival brochures

- Signage:
- Golf Tournament
 - Kiddie Events

2025 SCHULENBURG FESTIVAL SPONSORSHIP TERMS

- Signs are provided by the Festival. Sign sizes (approximate):
 - Pavilion (north/south ends): 2' x 8' or 4' x 4'
 - Rodeo Arena: 2' x 8' or 4' x 4'
 - Festival Hill, Golf tourney, & Kiddie Events: 18" x 24"
- Festival may re-use signs from prior years if size is similar.
- Logos may be used if appropriate artwork is provided.
- Please email any artwork, logos, etc. to sponsors@schulenburgfestival.org.
- 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.
- Images below are from prior Festivals to give an indication of the signage options and locations.
- Also shown is a sample social media post from 2022 for a Level 1 sponsor. We invite you to provide information for these posts to help promote your business!!



Schulenburg Festival
July 28, 2022

Our generous sponsors make the National Party of Texas possible each year. It's time to highlight our top-level sponsors for 2022.

Grahmann's True Value is the ultimate hometown hardware store, but they have so much more than just hardware! They carry gifts, kitchen supplies, small appliances, decorative items, picture frames, candles, toys, household supplies, canning supplies...the list goes on. You can also find hardware, electrical, and plumbing supplies for your home repair or improvement project.

Plus a full line of paint and painting supplies, outdoor tools, coolers, and so much more! Get your grill on with a full line of Traeger grills and pellets, and other outdoor cooking accessories.

Oh, and gardening supplies, including fertilizer, and pest control products. PLUS they handle Wedding and Baby registries as well!

Grahmann's is locally owned & operated for over 42 years, and ALWAYS willing to support community events.

The store with almost everything...stop by and check them out!

Help us thank ALL our sponsors for their support of the Schulenburg Festival. The full sponsor list is on our website: www.schulenburgfestival.org/sponsors

- LEVEL 1 SPONSOR
- NATIONAL PARTY OF TEXAS TEAM

GRAHMANN'S
True Value

SCHULENBURG FESTIVAL 2022

2025 SCHULENBURG FESTIVAL SPONSORSHIP AGREEMENT

Business Name (as it is to appear in printed materials): _____

Address, City, Zip: _____

Sponsorship Contact Name: _____ Phone: _____ Email: _____

Marketing Contact Name/Phone/Email (if different): _____

Does your company have logos/artwork/preferred colors/fonts, etc.? ☐ Yes* ☐ No

Website: _____

**Please email any artwork, logos, etc.
to sponsors@schulenburgfestival.org*

Active on social media? ☐ Facebook ☐ Instagram ☐ Other: _____

Cook-off & Level 1 sponsors – help us write your social media promo – tell us what to highlight about you:

Sponsorship Level (choose one and indicate sign placement as indicated):

☐ **Cook-off Partner** (\$2500)

Large signs locations:

- BBQ Cook-off (2 signs) + 6 small signs throughout cook-off grounds
- Main Pavilion (**choose location preference**):
☐ South end (near stage) **OR** ☐ North end (near beer stand)
- Rodeo Arena

☐ **Level 1 – National Party of Texas Team** (\$1500)

Large signs location (**choose 2**):

- ☐ Main Pavilion
☐ South end (near stage) **OR** ☐ North end (near beer stand)
- ☐ Rodeo Arena
- ☐ BBQ Cookoff

☐ **Level 2 – MVP (Most Valuable Partygoer)** (\$1000)

Large signs location (**choose 2**):

- ☐ Main Pavilion
☐ South end (near stage) **OR** ☐ North end (near beer stand)
- ☐ Rodeo Arena
- ☐ BBQ Cookoff

☐ **Level 3 – VIP (Very Important Partygoer)** (\$750)

Choose Pavilion sign location:

- ☐ South end (near stage) **OR** ☐ North end (near beer stand)

☐ **Level 4 – Survivor Club** (\$500)

☐ **Level 5 – Koozie Club** (\$350)

Choose sign location:

- ☐ Rodeo Arena **OR** ☐ Pavilion token booth

☐ **Level 6 – Festival Fan** (\$150)

Please **sign** to indicate acceptance of sponsorship terms: _____

Printed Name: _____

Enclosed is my check for \$ _____
OR bill me in the amount of \$ _____

**PLEASE RETURN THIS PAGE TO PO BOX 115, SCHULENBURG, TX 78956
OR EMAIL TO SPONSORS@SCHULENBURGFESTIVAL.ORG**