

LULING, TX WATERMELON

68TH

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JUNE
24TH
THRU
27TH
2021

SPONSORSHIP OPPORTUNITIES



LULING WATERMELON THUMP ASSOCIATION
421 E. DAVIS ST./ P.O. BOX 188
LULING, TX 78648
830-875-3214
www.WATERMELONTHUMP.com
admin@watermelonthump.com

March 2021

68th THUMP

Board of Directors

Bubba Damon, *Car Show & Growers*
Cathy Rowan, *Marketing & Dance Gate*
Cindy Martinez, *Food Booths*
Cody Halliburton, *Beer Gardens*
Dayton Gonzales, *Seed Spitting*
Fred Weber, *Rover*
Jake Dredla, *Beer Gardens*
James Montgomery, *Gates & Carnival*
Jamie Mace, *Watermelon Eating*
Jennifer Wright, *Beer Tokens*
Josh Bohac, *Rover*
Kevin Gibson, *Entertainment*
Kristen Cappleman, *Beer Tokens & Mktg.*
Lance Townsend, *Rover*
Mark Gonzales, *Security*
Matt Callihan, *Entertainment & Lil' Growers*
Peggy Ussery, *Gates*
RaVana Curry, *Queen Candidates*
Ray Bailey, *Beer Gardens*
Rickey Foreman, *Parade*
R.J. Palacios, *Beer Gardens*
Seth Powell, *Parade & Lil' Growers*
Sharon Gibson, *Queen Candidates*
Shelly Gould, *Exhibitor Market*
Shelly Moore, *Marketing*
Sherry Saur, *Beer Tokens*
Stacy Metzler, *Marketing & Lil' Growers*

Thump Secretary

Yolonda Hiner

Greetings to All:

It is with great excitement that we have started planning our 68th annual celebration where we look to showcase the Luling community by producing one of the premier small-town festivals in the Great State of Texas – **The Luling Watermelon Thump!** As we have grown, we also have been privileged enough to bring economic benefits to the businesses of Luling and the surrounding communities alongside our continued commitment to celebrating the watermelon and our agricultural community. Our sponsors have played a critical role in the Thump's longevity, and we are asking for your support as an official Thump sponsor for the **68th Annual Thump scheduled for June 24th, 25th, 26th, & 27th** in downtown Luling. Thanks to the support of wonderful sponsors and volunteers each year, we welcome a crowd of over 30,000 visitors into our Historic Downtown.

This year the community will see some changes as we stay aware and cautious of the ongoing Covid-19 pandemic. Sanitary precautions and best practices are being implemented and some events are being cancelled as public health and safety remains Watermelon Thump's top priority.

If you are interested in sponsoring for 2021, please mail the completed sponsorship application form with a check to the Luling Watermelon Thump Association, **no later than May 14, 2021**. If there is a specific event that you would be interested in sponsoring, please specify on the agreement. Event sponsorship opportunities are allocated on a first come basis. If you or your company would like to partner with Thump in another way, we are happy to work with you! Just contact us at admin@watermelonthump.com to discuss your ideas or turn in the attached In-Kind Sponsorship form.

We sincerely thank you in advance for your continued support as we strive to bring economic support to our community. Our promise to you is that the funds you help to create will be put to the best use possible.

Sincerely,

Kevin Gibson & Cody Halliburton

Kevin Gibson & Cody Halliburton
Chairman & Co-Chairman

SPONSORSHIP AGREEMENT

PLEASE RETURN BY May 14, 2021



Please fill out the form below and return it to the
Luling Watermelon Thump Association office.

Luling Watermelon Thump Association

Attn: Sponsorships

P.O. Box 188

Luling, TX 78648

Make checks payable to

"LULING WATERMELON THUMP ASSOCIATION"

PLEASE WRITE IN THE REQUESTED SPONSORSHIP WITH A 2ND CHOICE SELECTION:

EVENTS ARE FILLED ON A FIRST COME BASIS. SPONSORSHIP EVENTS ARE RESERVED ONCE MONEY IS RECEIVED.

Event #1: _____ \$ _____

Event #2: _____ \$ _____

Event #3 _____ \$ _____

Yes, please include advertisement on a high top table for an additional \$ _____
\$100 add-on places 11x17 advertisement on 2 sides (minimum \$750 sponsor level required)

Yes, please include 10'x10' Commercial Vendor Space for an additional \$ _____
\$750 add-on reserves Thursday-Saturday space (minimum \$1,250 sponsor level required)

Total Sponsorship Amount Enclosed: \$ _____

If you or your company would like to partner with Thump in another way,
please contact us at admin@watermelonthump.com or 830-875-3214 to discuss your ideas!

PAYMENT INFORMATION:

- Enclosed is my check for \$ _____ (Please use your cancelled check as your receipt for 2021)
- Credit card (call 830-875-3214 with credit card information. An additional fee will be charged)
- Venmo (@Watermelon-Thump)

SPONSOR INFORMATION:

Please list your name/company as you wish to be recognized in Thump signage and promotional materials:

Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Business and/or Cell Phone: _____

Website: _____

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 Luling Watermelon Thump Association.

Sponsor Signature: _____ Date: _____

NOTE: Deadline for inclusion in all promotional materials is May 14, 2021

Please email your business logo (.JPEG or .PNG) and this Agreement to: admin@watermelonthump.com.

If applicable with your sponsorship level, email your parade application, vendor application, and/or the details on your proposed promotional material for pre-approval.



LULING WATERMELON THUMP ASSOCIATION
421 E. DAVIS ST./ P.O. BOX 188
LULING, TX 78648
830-875-3214
www.WATERMELONTHUMP.com
admin@watermelonthump.com

In-Kind Sponsorship 2021 Luling Watermelon Thump

DONATION:

It is the donor's responsibility to determine the present fair market value (FMV) of items donated. Your estimates below will help us recognize your gift appropriately.

Item(s) or service(s) donated:	Description of item(s) or service(s):	Estimated FMV:
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

DONOR INFORMATION:

Please list your name/company as you wish to be recognized in Thump signage and promotional materials:

Contact Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Business and/or Cell Phone: _____

Website: _____

PLEASE WRITE IN THE REQUESTED SPONSORSHIP WITH A 2ND CHOICE SELECTION:

(EVENTS ARE FILLED ON A FIRST COME BASIS. SPONSORSHIP EVENTS ARE RESERVED ONCE MONEY IS RECEIVED.)

The above has been reviewed and verified:

Name (please print)

Signature

Date

By submitting this form your donation has not been accepted. It will be reviewed by the sponsorship committee. Please email your business logo (.JPEG or .PNG) and this Agreement to: admin@watermelonthump.com Thank you for your support of the Luling Watermelon Thump Association! Donations made in-kind support the Thump and help us save thousands of dollars that we can pour back into our community festival

SPONSORSHIP LEVELS

Thursday, Friday, & Saturday Parade



	THURSDAY			FRIDAY		SATURDAY PARADE				
	MAIN STAGE ENTERTAINMENT	CHAMPION MELON JUDGING	QUEEN'S CORONATION	MAIN STAGE ENTERTAINMENT	THE TENT: FRIDAY	WELCOME BANNER	COMMERCIAL	CLUBS & ORGANIZATIONS	VISITING FLOATS	QUEEN'S COURT
EVENT										
MAX # OF SPONSORS	3	3	3	5	1	2	2	2	2	2
COST PER SPONSOR	\$2,000	\$1,250	\$1,250	\$4,000	\$750	\$750	\$750	\$750	\$750	\$750
BANNERS DISPLAYED DURING EVENT	✓			✓						
2'X4' BANNER DISPLAYED AT EVENT		✓	✓		✓					
LOGO DISPLAYED ON PARADE BANNER						✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE	✓			✓						
NAME INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE		✓	✓		✓	✓	✓	✓	✓	✓
LOGO ON THUMP POSTERS	✓			✓						
LOGO ON PRINTED PROMOTIONAL MATERIALS	✓			✓						
NAME ON PRINTED PROMOTIONAL MATERIALS		✓	✓							
LOGO ON WEBSITE	✓			✓						
NAME ON WEBSITE		✓	✓		✓	✓	✓	✓	✓	✓
RECOGNITION ON FACEBOOK	✓	✓	✓	✓		✓	✓	✓	✓	✓
VERBAL RECOGNITION DURING EVENT	✓	✓	✓	✓		✓	✓	✓	✓	✓
COMPIMENTARY PARADE FLOAT SPACE (MUST COMPLY WITH PARADE RULES & REGULATIONS & TURN IN A PARADE APPLICATION)						✓	✓	✓	✓	✓
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION ON TV SCREENS AT PROMINENT LOCATIONS AT THUMP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PHOTO/ MEDIA OPPORTUNITY WITH WINNERS		✓	✓							
Concert tickets for Friday	6	4	4	10	4	2	2	2	2	2
Concert tickets for Saturday	6	4	4	10	4	2	2	2	2	2
Gate Entry Buttons	6	4	4	10	4	2	2	2	2	2
Beer tokens*	12			20						
Thump Koozies	6	4	4	10	4	2	2	2	2	2

*21 & Up Only

**With Thump Assoc. Approval

SPONSORSHIP LEVELS

SATURDAY, SUNDAY, & OTHER



EVENTS	SATURDAY				SUNDAY				OTHER		
	MAIN STAGE ENTERTAINMENT	CHAMPION MELON AUCTION	THE TENT: SATURDAY	SATURDAY LIVE MUSIC	MAIN STAGE ENTERTAINMENT	CAR SHOW	LL' GROWERS	SALUTE TO VETERANS	QUEEN CANDIDATE VOTING DAY	KIDS ENTERTAINMENT	THE MARKET AT THUMP
MAX # OF SPONSORS	5	3	1	1	1	1	4	1	2	1	4
COST PER SPONSOR	\$5,000	\$1,250	\$1,250	\$750	\$2,000	\$3,000	\$750	\$750	\$1,250	\$1,250	\$1,250
BANNERS DISPLAYED AT EVENT	✓				✓	✓					
2'X4' BANNER DISPLAYED AT EVENT		✓	✓	✓			✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE	✓				✓	✓					
NAME INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE		✓	✓	✓			✓	✓	✓	✓	✓
LOGO ON THUMP POSTERS	✓				✓	✓					
LOGO ON PRINTED PROMOTIONAL MATERIALS	✓				✓	✓					
NAME ON PRINTED PROMOTIONAL MATERIALS		✓		✓			✓	✓		✓	✓
LOGO ON WEBSITE	✓				✓	✓					
NAME ON WEBSITE		✓	✓	✓			✓	✓	✓	✓	✓
RECOGNITION ON FACEBOOK	✓	✓		✓	✓	✓	✓	✓	✓		✓
VERBAL RECOGNITION AS SPONSOR THROUGHOUT EVENT	✓	✓		✓	✓	✓	✓	✓			
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION ON TV SCREENS AT PROMINENT LOCATIONS AT THUMP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PHOTO/ MEDIA OPPORTUNITY WITH WINNERS		✓				✓	✓				
Concert tickets for Friday	12	4	4	2	6	8	2	2	4	4	4
Concert tickets for Saturday	12	4	4	2	6	8	2	2	4	4	4
Gate Entry Buttons	12	4	4	2	6	8	2	2	4	4	4
Beer tokens*	24				12	16					
Thump Koozie	12	4	4	2	6	8	2	2	4	4	4

*21 & Up Only

**With Thump Assoc. Approval

MEMBERS

Join our mission and become a member of the Luling Watermelon Thump today.



EXTREME THUMPER

MEMBERSHIP YEAR: MAY 1 - APRIL 30

COST: \$250

BENEFITS:

- ▶ Official Thump car decal
- ▶ Name on website
- ▶ 2 Concert tickets for Friday
- ▶ 2 Concert tickets for Saturday
- ▶ 2 Gate entry buttons
- ▶ 2 Thump Koozies

THUMP PARTNER

MEMBERSHIP YEAR: MAY 1 - APRIL 30

COST: \$500

BENEFITS:

- ▶ Extreme Thumper benefits
- ▶ Name included on "Thank You Banners" at main entry gates
- ▶ Name on designated picnic tables throughout festival
- ▶ Logo recognition on TV screens at prominent locations at Thump

JOIN NOW:

ABOUT ME:

Contact Name: _____

Spouse (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Business and/or Cell Phone: _____

Website: _____

All memberships are non-refundable and non-transferable.

Member Signature: _____ Date: _____

PAYMENT INFORMATION:

- Enclosed is my check for \$_____ (Please use your cancelled check as your receipt for 2021)
- Credit card (call 830-875-3214 with credit card information. An additional fee will be charged)
- Venmo (@Watermelon-Thump)