

JUNE 22-25, 2023



LULING, TX • WATERMELON THUMP

**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

Board of Directors

Bubba Damon, *Car Show & Growers*
Cathy Rowan, *Marketing & Concert Gate*
Cindy Martinez, *Food Booths*
Christina Butler, *Marketing*
Cody Halliburton, *Beer Gardens*
Dayton Bailey, *Seed Spitting*
Gilbert Gonzales, *Parade & Beer Garden*
James Montgomery, *Gates & Carnival*
Jamie Mace, *Watermelon Eating*
Jennifer Wright, *Beer Tokens*
Josh Bohac, *Cornhole*
Jose Reyna, *Entertainment*
Kevin Gibson, *Entertainment*
Kristen Cappleman, *Beer Tokens & Mktg.*
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Michael Crow, *Concert Gates*
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Sharon Gibson, *Queen Candidates*
Shelly Moore, *Marketing & Sponsorship*
Shelly Murphy, *Exhibitor Market*
Stacy Metzler, *Lil' Growers*

Executive Director

Teresa Jo Rudolph

Greetings to All

January 2023

It is with great excitement that we have started planning our 70th 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 and organizations of Luling and the surrounding communities. We're honored to provide an event that serves as many local non-profit organizations' largest fundraiser each year, and to support our youth through education scholarships. 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 **70th Annual Thump scheduled for June 22nd, 23rd, 24th, & 25th** 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 throughout the Thump season.

Sponsor support is the key to a successful event. Sponsors will receive many advertising benefits such as name placement at the festival, listings on our festival website, Facebook, and other promotional advertising. The sponsorship levels attached identify the benefit package that your company or organization will receive.

If you are interested in sponsoring for 2023, please return the completed sponsorship application form with payment to the Luling Watermelon Thump Association, **no later than March 20, 2023**. 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,

Cody Halliburton & Matt Callihan

Cody Halliburton & Matt Callihan
Chairman & Co-Chairman

SPONSORSHIP LEVELS

Thursday, Friday & Saturday Parade



| EVENT | THURSDAY | | | FRIDAY | | | | SATURDAY PARADE | | | | |
|--|--------------------------|------------------------|--------------------|--------------------------|---------------------------------|------------------|---------------------------------------|-----------------|------------|-----------------------|-----------------|---------------|
| | MAIN STAGE ENTERTAINMENT | CHAMPION MELON JUDGING | QUEEN'S CORONATION | MAIN STAGE ENTERTAINMENT | BEER GARDEN STAGE ENTERTAINMENT | THE TENT: FRIDAY | SEED SPITTING: KIDS INDIVIDUAL & TEAM | WELCOME BANNER | COMMERCIAL | CLUBS & ORGANIZATIONS | VISITING FLOATS | QUEEN'S COURT |
| MAX # OF SPONSORS | 3 | 3 | 3 | 5 | 2 | 1 | 4 | 2 | 2 | 2 | 2 | 2 |
| COST PER SPONSOR | \$2,000 | \$1,250 | \$1,250 | \$5,000 | \$3,000 | \$750 | \$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 | 8 | 4 | 4 | 2 | 2 | 2 | 2 | 2 |
| Concert tickets for Saturday | 6 | 4 | 4 | 10 | 8 | 4 | 4 | 2 | 2 | 2 | 2 | 2 |
| Gate Entry Buttons | 6 | 4 | 4 | 10 | 8 | 4 | 4 | 2 | 2 | 2 | 2 | 2 |
| Beer tokens* | 12 | | | 20 | 16 | | | | | | | |
| Thump Koozies | 6 | 4 | 4 | 10 | 8 | 4 | 4 | 2 | 2 | 2 | 2 | 2 |

*21 & Up Only

**With Thump Assoc. Approval

SPONSORSHIP LEVELS

Beer Garden



| | BEER GARDEN | |
|---|---------------------------------------|--|
| | MAIN BEER GARDEN (THURSDAY-SUNDAY) | SIDE BEER GARDEN (FRIDAY & SATURDAY ONLY) |
| MAX # OF BEER BRAND SPONSORS | 4 | 4 |
| COST PER SPONSOR | \$7,500 | \$5,000 |
| BANNERS DISPLAYED AT EVENT | ✓ | ✓ |
| LOGO INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE | ✓ | ✓ |
| LOGO ON THUMP POSTERS | ✓ | ✓ |
| LOGO PRINTED ON PROMOTIONAL MATERIALS | ✓ | ✓ |
| LOGO ON WEBSITE | ✓ | ✓ |
| RECOGNITION ON SOCIAL MEDIA | ✓ | ✓ |
| OPPORTUNITY TO DISPLAY BRAND BEER SIGNS, BANNERS, POSTERS IN DESIGNATED BEER GARDEN AREA ONLY AND DURING THE FESTIVAL'S 4 DAYS. | ✓ | ✓ |
| OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT** | ✓ | ✓ |
| Concert tickets for Friday | 18 | 12 |
| Concert tickets for Saturday | 18 | 12 |
| Gate Entry Buttons | 18 | 12 |
| Beer tokens* | 36 | 24 |
| Thump Koozie | 18 | 12 |

*21 & Up Only

**With Thump Assoc. Approval

SPONSORSHIP LEVELS

Saturday & Sunday



| EVENTS | SATURDAY | | | | | | | SUNDAY | | | | | |
|--|--------------------------|---------------------------------|----------------------------|------------------------|-----------------------------------|--------------------|---------------------|---------------------|--------------------------|----------|--------------|--------------------|---------------------------|
| | MAIN STAGE ENTERTAINMENT | BEER GARDEN STAGE ENTERTAINMENT | MELON EATING: KIDS & ADULT | CHAMPION MELON AUCTION | SEED SPITTING: WORLD CHAMPIONSHIP | THE TENT: SATURDAY | SATURDAY LIVE MUSIC | CORNHOLE TOURNAMENT | MAIN STAGE ENTERTAINMENT | CAR SHOW | LIL' GROWERS | SALUTE TO VETERANS | SEED SPITTING: ADULT TEAM |
| MAX # OF SPONSORS | 5 | 4 | 3 | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 4 | 1 | 2 |
| COST PER SPONSOR | \$5,000 | \$3,000 | \$1,250 | \$1,250 | \$1,250 | \$1,250 | \$750 | \$1,250 | \$2,000 | \$3,000 | \$750 | \$750 | \$750 |
| 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 SOCIAL MEDIA | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 | 8 | 4 | 4 | 4 | 4 | 2 | 4 | 6 | 8 | 2 | 2 | 2 |
| Concert tickets for Saturday | 12 | 8 | 4 | 4 | 4 | 4 | 2 | 4 | 6 | 8 | 2 | 2 | 2 |
| Gate Entry Buttons | 12 | 8 | 4 | 4 | 4 | 4 | 2 | 4 | 6 | 8 | 2 | 2 | 2 |
| Beer tokens* | 24 | 16 | | | | | | | 12 | 16 | | | |
| Thump Koozie | 12 | 8 | 4 | 4 | 4 | 4 | 2 | 4 | 6 | 8 | 2 | 2 | 2 |

*21 & Up Only

**With Thump Assoc. Approval

SPONSORSHIP LEVELS

Pre-Thump, Other, and Gates



| EVENTS | PRE-THUMP | | | OTHER | | | | | WELCOME GATES | | | |
|--|------------------------|----------------------------|---------------------------|----------------------|---------------------|--------------------|-------------|--------------------------|---------------|---------|---------|---------|
| | KOOZIES PRIOR TO THUMP | QUEEN CANDIDATE VOTING DAY | LIL' GROWERS REGISTRATION | KOOZIES DURING THUMP | THE MARKET AT THUMP | KIDS ENTERTAINMENT | BEER TOKENS | ENTERTAINMENT GREEN ROOM | SOUTH | EAST | NORTH | WEST |
| MAX # OF SPONSORS | 1 | 2 | 2 | 1 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| COST PER SPONSOR | \$2,000 | \$750 | \$750 | \$2,000 | \$2,000 | \$1,250 | \$2,000 | \$1,250 | \$7,500 | \$7,500 | \$5,000 | \$5,000 |
| BANNERS DISPLAYED AT EVENT | | | | | | | | | ✓ | ✓ | ✓ | ✓ |
| 2'x4' BANNER DISPLAYED AT EVENT | | ✓ | ✓ | | ✓ | ✓ | | ✓ | | | | |
| BANNER DISPLAYED AT EACH BEER TOKEN BOOTH | ✓ | | | ✓ | | | ✓ | | | | | |
| LOGO INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE | ✓ | | | ✓ | | | ✓ | | ✓ | ✓ | ✓ | ✓ |
| NAME INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE | | ✓ | ✓ | | ✓ | ✓ | | ✓ | | | | |
| LOGO PRINTED ON PROMOTIONAL MATERIALS | | | | | | | | | ✓ | ✓ | ✓ | ✓ |
| NAME PRINTED ON PROMOTIONAL MATERIALS | | ✓ | ✓ | | ✓ | ✓ | | | | | | |
| LOGO ON WEBSITE | | | | | | | | | ✓ | ✓ | ✓ | ✓ |
| NAME ON WEBSITE | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| RECOGNITION ON SOCIAL MEDIA | | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| LOGO PRINTED ON ONE SIDE OF BEER TOKENS | | | | | | | ✓ | | | | | |
| SPONSOR LOGO ON 1,500 PROMOTIONAL THUMP KOOZIES | ✓ | | | ✓ | | | | | | | | |
| OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT** | | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Concert tickets for Friday | 6 | 4 | 4 | 6 | 6 | 4 | 6 | 4 | 18 | 18 | 12 | 12 |
| Concert tickets for Saturday | 6 | 4 | 4 | 6 | 6 | 4 | 6 | 4 | 18 | 18 | 12 | 12 |
| Gate Entry Buttons | 6 | 4 | 4 | 6 | 6 | 4 | 6 | 4 | 18 | 18 | 12 | 12 |
| Beer Tokens* | 12 | | | 12 | 12 | | 12 | | 36 | 36 | 24 | 24 |
| Thump Koozie | 6 | 4 | 4 | 6 | 6 | 4 | 6 | 4 | 18 | 18 | 12 | 12 |

*21 & Up Only

**With Thump Assoc. Approval

SPONSORSHIP AGREEMENT

PLEASE RETURN BY March 20, 2023



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)

*Subject to booth approval and Commercial Vendor Contract.

Total Sponsorship Amount Enclosed: \$ _____

If you or your company would like to partner with Thump in another way, please contact us to discuss your ideas!

PAYMENT INFORMATION:

Enclosed is my check for \$ _____ (Please use your cancelled check as your receipt)

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 March 20, 2023

Please email your high resolution 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
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LULING, TX 78648
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www.WATERMELONTHUMP.com
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2023 Luling Watermelon Thump • In-Kind Sponsorship

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.

MEMBERS



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

EXTREME THUMPER

MEMBERSHIP YEAR: APRIL 1 - MARCH 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: APRIL 1 - MARCH 30

COST: \$500

BENEFITS:

- ✓ Extreme Thumper benefits
- ✓ Name included on "Thank You Banners" at main entry gates
- ✓ Name on designated picnic tables throughout festival

JOIN NOW:

ABOUT ME:

Contact Name: _____

Spouse (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Business and/or Cell Phone: _____

Webiste: _____

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)
- Credit card (call 830-875-3214 with credit card information. An additional fee will be charged)
- Venmo (@Watermelon-Thump)