

JUNE 27-30, 2024



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
sponsor@watermelonthump.com

Board of Directors

Bubba Damon, *Car Show & Growers*
Cathy Rowan, *Marketing & Concert Gates*
Cindy Martinez, *Food Booths*
Cody Halliburton, *Beer Garden*
Dayton Bailey, *Parade & Beer Garden*
Gilbert Gonzales, *Parade & Beer Garden*
James Montgomery, *Gates & Carnival*
Jamie Mace, *Watermelon Eating*
Jennifer Wright, *Beer Tokens*
Jose Reyna, *Entertainment*
Josh Bohac, *Rover*
Kevin Gibson, *Entertainment*
Kristen Cappleman, *Beer Tokens & Mktg.*
Mark Gonzales, *Security*
Matt Callihan, *Entertainment & Lil' Growers*
Michael Crow, *Concert Gates*
Michael Johnson, *Marketing & Sponsorship*
Peggy Ussery, *Gates*
Rafael Lozano, *Beer Tokens*
RaVana Curry, *Queen Candidates*
R.J. Palacios, *Beer Gardens & Entertainment*
Seth Powell, *Seed Spitting & Lil' Growers*
Sharon Gibson, *Queen Candidates*
Shelly Moore, *Marketing & Sponsorship*
Shelly Murphy, *The Market*
Stacy Cappleman, *Parade Judges & Lil' Growers*

Executive Director

Joann Garza-Mayberry

Greetings to All

January 2024

We are thrilled to announce the commencement of preparations for our 71st annual celebration – the renowned Luling Watermelon Thump! Our goal is to present an exceptional small-town festival, solidifying our status as one of the premier events in the Great State of Texas. Over the years, we've not only grown in scale, but have also been privileged to contribute economically to the businesses of Luling and its neighboring communities, all while maintaining our commitment to celebrating the watermelon and our agricultural roots.

The enduring success of the Thump has been made possible through the invaluable support of our sponsors. We are reaching out to you with a request to join us as an official sponsor for the 71st Annual Thump, scheduled to take place June 27th, 28th, 29th, and 30th in downtown Luling. Thanks to the unwavering support of sponsors and volunteers, we consistently draw a crowd of over 30,000 visitors to our historic town each year.

As you are aware, sponsor support is the linchpin of any successful event. In return for your sponsorship, your company or organization will enjoy numerous advertising and perks outlined throughout this packet. The attached sponsorship levels outline the specific benefits your contribution will secure.

If you are interested in sponsoring the 2024 event, please send the completed application form with payment by March 20, 2024. If there is a specific event that you are interested in sponsoring, please specify on the agreement. Event sponsorship opportunities are allocated on a first come basis with received payment. Alternatively, if you or your company are interested in partnering with the Watermelon Thump in a different capacity, we are more than willing to collaborate. Please submit the attached in-kind sponsorship form or contact us to discuss further.

We extend our sincere gratitude in advance for your support as we endeavor to bring economic prosperity and celebration to our community. Our promise to you is that the funds you pledge will be put to the best use possible.

Sincerely,

Cody Halliburton & James Montgomery
Cody Halliburton & James Montgomery
Chairman & Co-Chairman

SPONSORSHIP LEVELS

THURSDAY, FRIDAY & SATURDAY PARADE



EVENT	THURSDAY		FRIDAY			SATURDAY PARADE				
	MAIN STAGE ENTERTAINMENT	QUEEN'S CORONATION	MAIN STAGE ENTERTAINMENT	BEER GARDEN ENTERTAINMENT	SEED SPITTING: KIDS INDIVIDUAL & TEAM	WELCOME BANNER	COMMERCIAL	CLUBS & ORGANIZATIONS	VISITING FLOATS	QUEEN'S COURT
MAX # OF SPONSORS	3	3	5	5	2	2	2	2	2	2
COST PER SPONSOR	\$2,000	\$1,250	\$5,000	\$3,000	\$750	\$750	\$750	\$750	\$750	\$750
BANNERS DISPLAYED DURING EVENT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓		✓	✓						
NAME INCLUDED ON "THANK YOU BANNERS" AT MAIN ENTRY GATE		✓			✓	✓	✓	✓	✓	✓
LOGO ON PRINTED PROMOTIONAL MATERIALS	✓		✓	✓						
NAME ON PRINTED PROMOTIONAL MATERIALS		✓			✓					
LOGO ON WEBSITE	✓		✓	✓						
NAME ON WEBSITE		✓			✓	✓	✓	✓	✓	✓
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION DURING EVENT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
COMPLIMENTARY PARADE FLOAT SPACE (MUST COMPLY WITH PARADE RULES & REGULATIONS & TURN IN A PARADE APPLICATION)						✓	✓	✓	✓	✓
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓						
Concert tickets for Friday	4	2	8	6	2	2	2	2	2	2
Concert tickets for Saturday	4	2	8	6	2	2	2	2	2	2
Gate Entry Buttons	4	2	8	6	2	2	2	2	2	2
Beer tokens*	8	4	16	12						
Thump Koozies	4	2	8	6	2	2	2	2	2	2

SPONSORSHIP LEVELS

SATURDAY & SUNDAY



EVENTS	SATURDAY					SUNDAY				
	MAIN STAGE ENTERTAINMENT	BEER GARDEN ENTERTAINMENT	MELON EATING & LIVE MUSIC	CHAMPION MELON JUDGING & AUCTION	SEED SPITTING: WORLD CHAMPIONSHIP	MAIN STAGE ENTERTAINMENT	CAR SHOW	LIL' GROWERS	SALUTE TO VETERANS	SEED SPITTING: ADULT TEAM
MAX # OF SPONSORS	5	5	4	4	2	3	2	4	2	2
COST PER SPONSOR	\$5,000	\$3,000	\$1,250	\$1,250	\$1,250	\$2,000	\$3,000	\$750	\$750	\$750
BANNERS DISPLAYED AT EVENT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓	✓				✓	✓			
NAME INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE			✓	✓	✓			✓	✓	✓
LOGO ON SELECT PRINTED PROMOTIONAL MATERIALS	✓	✓				✓	✓			
NAME ON SELECT PRINTED PROMOTIONAL MATERIALS			✓	✓	✓			✓	✓	✓
LOGO ON WEBSITE	✓	✓				✓	✓			
NAME ON WEBSITE			✓	✓	✓			✓	✓	✓
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION DURING EVENT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓	✓	✓	✓			
Concert tickets for Friday	8	6	2	2	2	4	6	2	2	2
Concert tickets for Saturday	8	6	2	2	2	4	6	2	2	2
Gate Entry Buttons	8	6	2	2	2	4	6	2	2	2
Beer tokens*	16	12	4	4	4	8	12			
Thump Koozie	8	6	2	2	2	4	6	2	2	2

SPONSORSHIP LEVELS

PRE-THUMP, OTHER, AND GATES



	PRE-THUMP		OTHER						
	QUEEN CANDIDATE VOTING DAY	LIL' GROWERS REGISTRATION	THE MARKET AT THUMP	KIDS ENTERTAINMENT	THE TENT	KOOZIES	BEER TOKENS	WELCOME GATES NORTH / SOUTH	WELCOME GATES EAST / WEST
EVENTS									
MAX # OF SPONSORS	2	2	4	2	2	1	1	1	1
COST PER SPONSOR	\$750	\$750	\$2,000	\$1,250	\$2,000	\$2,000	\$5,000	\$7,500	\$5,000
BANNERS DISPLAYED AT EVENT	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE			✓		✓	✓	✓	✓	✓
NAME INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓	✓		✓					
LOGO ON SELECT PRINTED PROMOTIONAL MATERIALS							✓	✓	✓
NAME ON SELECT PRINTED PROMOTIONAL MATERIALS	✓	✓	✓	✓					
LOGO ON WEBSITE			✓		✓	✓	✓	✓	✓
NAME ON WEBSITE	✓	✓		✓					
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓	✓	✓
LOGO ON ONE SIDE OF BEER TOKENS							✓		
LOGO ON THUMP KOOZIES						✓			
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**			✓	✓				✓	✓
Concert tickets for Friday	2	2	4	2	2	4	8	12	8
Concert tickets for Saturday	2	2	4	2	2	4	8	12	8
Gate Entry Buttons	2	2	4	2	2	4	8	12	8
Beer Tokens*			8	4	4	8	16	24	16
Thump Koozie	2	2	4	2	2	4	8	12	8

SPONSORSHIP LEVELS

BEER GARDEN



	BEER GARDEN	
	MAIN BEER GARDEN (THURSDAY-SUNDAY)	SIDE BEER GARDEN (FRIDAY & SATURDAY)
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 WELCOME GATE	✓	✓
LOGO ON THUMP POSTERS	✓	✓
LOGO ON SELECT PRINTED 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	12	8
Concert tickets for Saturday	12	8
Gate Entry Buttons	12	8
Beer tokens*	24	16
Thump Koozie	12	8

*21 & Up Only for redemption

**With Watermelon Thump Association approval prior to event

SPONSORSHIP AGREEMENT

PLEASE RETURN BY March 20, 2024



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, 2024

Please email your high-resolution business logo (.JPEG or .PNG) and this Agreement to: sponsor@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.

SPONSORSHIP AGREEMENT

PLEASE RETURN BY March 20, 2024



2024 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.

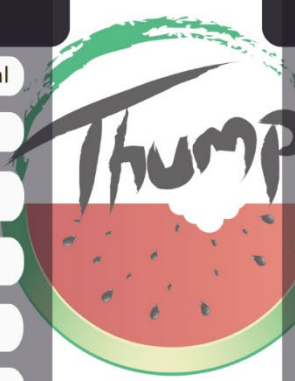
Please email your business logo (.JPEG or .PNG) and this Agreement to: sponsor@watermelonthump.com

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		THUMP PARTNER
\$250		\$500
ANNUAL MEMBERSHIP APRIL 1ST - MARCH 30TH		ANNUAL MEMBERSHIP APRIL 1ST - MARCH 30TH
<ul style="list-style-type: none">✓ Official Thump car decal✓ Name on website✓ 2 Concert tickets for Friday✓ 2 Concert tickets for Saturday✓ 2 Gate entry buttons✓ 2 Thump Koozies		<ul style="list-style-type: none">✓ Extreme Thumper benefits✓ Name recognition on Thank You Banners at main entry gates✓ Name recognition on designated picnic tables throughout festival✓ Invitation to Thump✓ Sponsored events outside of the festival weekend

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)