

JUNE 26-29, 2025



LULING, TX • WATERMELON THUMP

**SPONSORSHIP  
OPPORTUNITIES**





**LULING WATERMELON THUMP ASSOCIATION**  
421 E. DAVIS ST. | P.O. BOX 188  
LULING, TX 78648  
830-875-3878  
[www.WATERMELONTHUMP.com](http://www.WATERMELONTHUMP.com)  
[sponsor@watermelonthump.com](mailto: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*

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 Garden & 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,

January 2025

We are excited to invite you to be part of the 72nd Luling Watermelon Thump, a festival that stands out as one of the premier events in Texas! Our mission is to create an unforgettable small-town experience that honors the rich heritage of watermelon farming while stimulating our local economy.

The incredible success of the Thump is due to our fantastic sponsors, and we want you to join this distinguished group! We are seeking your support as an official sponsor for the 2025 72nd Annual Thump, taking place June 26th-29th in downtown Luling. With the dedicated backing of sponsors, volunteers, vendors, and attendees, we attract over 30,000 visitors each year, making this a unique opportunity for exposure.

Your sponsorship is a crucial element in making the Thump a success. In return, your organization will gain significant advertising opportunities and incentives detailed in this packet. We encourage you to explore the sponsorship levels and discover how we can best collaborate for mutual benefit.

To secure your sponsorship, please select an event of interest and submit your application by April 1, 2025. Remember, event sponsorships are awarded on a first-come, first-served basis upon receipt of payment. If you have alternative sponsorship ideas, do not hesitate to reach out so we can work together.

Thank you for considering this opportunity to support the Luling Watermelon Thump and contribute to our community. We assure you that your financial commitment will help us deliver the best small-town festival experience in Texas and make lasting memories for all!

Sincerely,

Luling Watermelon Thump Board of Directors

# 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	2	2	4	2	2	1	1	1	1
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 April 1, 2025



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 2<sup>ND</sup> 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 830-875-3878 with credit card information. An additional fee will be charged)

## 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 April 1, 2025**

Please email your high-resolution business logo (.JPEG or .PNG) and this Agreement to: [sponsor@watermelonthump.com](mailto: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 April 1, 2025



## 2025 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 2<sup>ND</sup> 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.

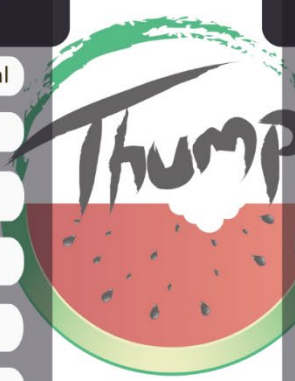
Please email your business logo (.JPEG or .PNG) and this Agreement to: [sponsor@watermelonthump.com](mailto:sponsor@watermelonthump.com)

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.

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

## 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 830-875-3878 with credit card information. An additional fee will be charged)