



SNOOK. TEXAS • CHILIFEST.ORG

SPONSORSHIP GUIDE

CHILIFEST
SNOOK, TEXAS



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WHO WE ARE

Chilifest is a two-day music festival in Snook, Texas that draws in over 35,000+ people each year and features performances from some of the biggest names in country music and rock. Our main purpose is to give back to local charities throughout the Brazos Valley and its surroundings areas while providing a unique festival experience to attendees.

- 501(c)(3) non-profit corporation
- Over \$4,000,000+ Donated to Charities
- Over 35,000+ people attend each year
- Located near College Station, Texas
- Music Type: Country & Rock
- Demographic: 80% of attendees are ages 18 - 25
- One of the largest Chili Cookoff in the country





BENEFITS	PLATINUM	GOLD	SILVER	PREMIER PARTNER	OFFICAL PARTNER	EVENT SPONSOR	FRIEND OF FEST	JUMBO TRON ADD ONS
Logo on Chilifest 2020 Event Shirt & Promotional Posters								Every sponsorship level can add an additional Jumbo Tron opportunities. Please inquire when committing.
Logo/Name present on Chilifest Website with a link to business	 Logo	 Logo	 Logo	 Logo	 Name	 Name	 Name	
*Optional: Fan Engagement Suite								
*Optional: Exclusive Sponsor Area								
Logo present on Facebook Page								
Logo present on the Chilifest Judge's Stand								
Logo/Name included on all Print Ads	 Logo	 Logo	 Logo	 Name	 Name			
Promotional Video on Jumbo Tron	 2 Minutes	 1 Minutes	 30 Seconds					
Logo present on Jumbo Tron at Chilifest 2020 at Starlight Ballroom	 10 Spots	 5 Spots	 4 Spots	 3 Spots	 2 Spots	 1 Spot		
Name recognition on Jumbo Tron								
Inclusion on Digital Marketing Campaign, including Official Trailer and Aftermovie								
Two-Day VIPview Platform Tickets for Friday & Saturday events	 8	 4	 2					
Wristbands for Friday & Saturday events (general admission)	 40	 20	 15	 10	 5	 3	 2	
VIP Parking Passes for Chilifest	 20	 10	 7	 5	 3	 2	 1	
Exclusive Chilifest Dri Fit Polos	 20	 10	 7					
*Fan Engagement Suite and Exclusive Sponsor Areas available at additional cost upon request. Contact soon if interested due to limited availability.	Contact for value/ pricing							



WE VALUE OUR SPONSORS





CHILIFEST
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Thank for taking time to browse through our sponsorship guide. In this guide, you will find a detailed look at all Chilifest has to offer your business, as well as a short summary of our event's exciting history. This spring, we are celebrating 37 years of chili, music, and fun in Central Texas. We would love for you to be a part of this Texas tradition that just keeps growing!

Our sponsors have the opportunity to reach over 35,000 people in a two-day time frame as they help us give back to the Bryan and College Station communities. With the support of our sponsors, we have contributed over 4 MILLION DOLLARS to the Brazos Valley and surrounding areas since the event's inception in 1991.

As a sponsor of Chilifest, you will receive ample advertising for promoting your company. More importantly, you will be assisting our cause of bettering the lives of many individuals. The donations made by Chilifest have provided support in several worthy areas, including helping to send children of the Brazos Valley to college and mentoring activities for children of low-income families. In addition, we have earmarked a portion of our proceeds to go directly to the betterment of education in alcohol awareness.

Please review all the information provided in this guide and do not hesitate to contact us with questions or need of additional information. We are always glad to tailor any of sponsorship offerings to fit your needs. See you in Snook!

Sincerely,
Chilifest Inc.



"The credit belongs to those people who actually in the arena...who know the great enthusiasms, the great devotions to a worthy cause; who at best, know the triumph of high achievements; and who at worst, fail while daring greatly... so that their place shall never be with those cold and timid souls who know neither victory nor defeat."

- Theodore Roosevelt



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In the fall of 1999, eight years after the inception of the Chilifest event, Chilifest Incorporated, a 501(c)(3) non-profit corporation, was formed to professionally manage and organize what has become the most anticipated event in the Brazos Valley - CHILIFEST.

Over the years, Chilifest Inc. has assembled an untarnished resume of success - having entertained thousands of patrons and attracted some of country music's finest performers to our area. Undoubtedly, Chilifest remains in class of its own: dedicated to providing a spectacular event, with all proceeds benefiting the community to aid in many worthy causes. As of today, Chilifest has contributed over 4 MILLION DOLLARS to the Brazos Valley and surrounding areas.

Chilifest Inc.'s first at the helm in 2000 was indeed, remarkable. Country music sensation Mark Chesnutt headlined the event, and in front of 20,000 patrons, filmed his latest music video on stage. That year, Chilifest Inc. able donate over \$75,000 to area charities, and further demonstrate their commitment to the community.

From 2001 to 2024, we have had the privilege to have the following entertainers embrace our cause and grace the stage of Chilifest, an event that has grown to be a tradition:

Josh Abbott Band
Gary Allan
Dierks Bentley
Ryan Bingham
Wade Bowen
Jason Boland & The Stragglers
Mark Chesnutt
Roger Creager
Billy Currington
Kevin Fowler
William Clark Green
Koe Wetzel

Pat Green
Merle Haggard
Cody Jinks
Cody Johnson
George Jones
Robert Earl Keen
Reckless Kelly
Tracy Lawrence
Chris Ledoux
Cory Morrow
Willie Nelson
Gary P. Nunn
Jamey Johnson

Cross Canadian Ragweed
Randy Rogers Band
Lynyrd Skynyrd
Turnpike Troubadours
Marshall Tucker Band
Josh Turner
Jerry Jeff Walker
Hank Williams Jr.
Dwight Yoakam
Chris Young
Eli Young Band

Chilifest Inc. is taking a greater effort to support alcohol awareness organizations such as CARE and have partnered with Kristen Distributing and Miller to donate to CARE and to the SMART Moves PROGRAM, one of the few national prevention programs currently addressing the problems of alcohol and other drug use and teen pregnancy in one comprehensive curriculum through the Boys & Girls Clubs of the Brazos Valley.



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We have proven that Texas music brings loyal fans to the Starlight Ballroom in Snook each spring where fifteen acres of pastureland are transformed into a two-day event that includes chili, live music, and FUN! However, all the hype cannot overshadow Chilifest's main purpose, "To offer assistance to thousands of ill, neglected, and less fortunate individuals; as well as to provide funding for the many organizations who put forth the effort to resolve the life threatening problems that endanger the lives of so many."

As a result of Chilifest 2000 - 2024, Chilifest Inc. has been able to donate over 4 MILLION DOLLARS to various organizations and worthy causes in the Brazos Valley. A complete list of organizations can be provided upon request. Here are just a few:

Big Brothers Big Sisters
Brazos Valley Children's Museum
Down Syndrome Association of Brazos Valley
Voices For Children
Kiwanis Club of College Station
Bryan Protection Firemen

Brazos Valley Hospice
Still Creek Ranch
Coach Blair Charities/Special Olympics
Boys & Girls Clubs of Brazos Valley
Burleson County Go Texan
St. Joseph EMS
Burleson County Go-Texan

Chilifest Inc. will always support the Brazos Valley and the surrounding areas. We are proud to acknowledge organizations we have supported. As we go forth in our quest to entertain and serve this community, we anticipate more organizations, businesses, and people will join us. Please join us in our efforts to give back. For more information on Chili Charity, please contact Chilifest Inc. at 979.224.3387 or visit us online at CHILIFEST.org and/or Facebook.





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FAN ENGAGEMENT SUITE (FEST SPONSORSHIP BY FRONT GATE TICKETS)

Silver Sponsors and up will now have the opportunity to host a Fan Engagement Suite (FEST) supplied by our ticketing agency, Front Gate Tickets. FEST is a sponsor program that allows festival attendees to swipe their RFID wristbands at various terminals set up within your sponsor area. These terminals are fully customizable for any sponsor and can be set up to act as controlled gateways for your sponsor area, or be configured for surveys, photo booths, prizes, sweepstakes, interactive games/content, and MUCH MORE. In return, these terminals collect data. Contact information, demographics, and more so that your business meaningfully engage with fans both at the event, and afterwards. This program is ideal for sponsors aiming to advertise products, sell housing leases, generate interest in their business, or provide an exclusive experience for individuals entering their sponsor area. For more information, case studies, and pricing, please contact Chilifest Chairman or info@chilifest.org as soon as possible as FEST is subject to limited availability.

COMMITTED SPONSORS TO CHILIFEST

There are levels that are available due to the commitment we receive from various businesses. Those are listed below. The continued commitment we receive from our Exclusive Title Sponsor and our Presenting Sponsors are never ending. We appreciate their continued support and generosity. Again, businesses in the Brazos Valley have found sponsoring Chilifest rewarding, not only for the positive marketing benefits it provides, but also as a statement that your company cares about community. THANK YOU!

THE EXCLUSIVE TITLE SPONSOR IS:



THE PRESENTING RADIO SPONSORS ARE:





TEAM SPONSORSHIP

Business/Commercial sponsorships are available as long there are conflict of interest from our sponsors. This is an opportunity to sponsor Chilifest Team if there is availability. It allows you display your business insignia. Team Sponsorships are only available to those businesses who become a sponsor of Chilifest. Please contact a Chilifest chairman or email info@chilifest.org for more information.

CHILIFEST JUDGE'S STAND

Logos for Premier Partners and up will be present on the Chilifest Judge's Stand. The Chilifest Judge's Stand acts as the area in which the Chilifest Chili Contest takes place, judging occurs, and winners are determined.

JUMBO TRON SPONSORSHIP

There are many opportunities to have Jumbo Tron presence at an affordable rate. See the different options below.

OPENING HOUR / CLOSING HOUR SPONSORS

(only available to 1-2 Sponsors)

- | | |
|--------------------------------|--|
| 1) Opening Hour / Closing Hour | \$3000 (only available to ONE sponsor) |
| 2) Opening Hour | \$2000 (only available to ONE sponsor) |
| 3) Closing Hour | \$1000 (only available to ONE sponsor) |

SET CHANGE SPONSORS

(4 Sponsorships Available)

- | | |
|-------------------------|---------------------------|
| 1) Set Change One \$400 | 3) Set Change Three \$600 |
| 2) Set Change Two \$500 | 4) Set Change Four \$700 |



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JUMBO TRON SPONSORSHIP COMMERCIAL SPONSORSHIPS

We will provide 10 Sponsors an opportunity to present their 30 second commercials during the duration of Chilifest. These are pre-recorded commercials that you would have aired with various media outlets and/or a new commercial specifically for Chilifest. All: 30 second commercials will be approved before airing for appropriate content and to be sure there is no conflict of interest. All: 30 Second Commercials are \$1,100 each.

JUMBO TRON SPONSORSHIP AD AND LOGO SPONSORSHIPS

All Ads are \$500 each and all Logos are \$300 each and will cycle through continuously between confirmed commitments of sponsors.

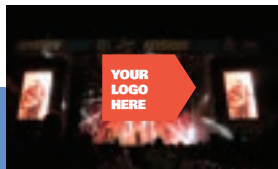
SPONSORSHIP DEADLINES

In order for your logo to be represented on the following items for your sponsorship level, you must meet the deadline dates:

- Poster for Silver Sponsors and up - January 20, 2022
- Inclusion on Digital Marketing Campaign, including Official Trailer and Aftermovie for Platinum Sponsors Only - January 20, 2022 (Sponsors can still commit to being a Platinum Level after this date)
- T-shirt for Silver Sponsors and up - February 5, 2022
- Jumbo Tron Sponsorship Confirmation / Artwork (name, logo, commercial, etc.) - March 15, 2022

FEST for Silver Sponsors and Up - Contact a Chilifest Chairman or email info@chilifest.org as soon as possible as FEST is subject to limited availability. If you are interested in sponsoring Chilifest 2020, please email us at info@chilifest.org or visit our website at CHILIFEST.org. We look forward to working with you!

**YOUR
SPONSORSHIPS
HERE**



**YOUR
LOGO
HERE**





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TICKETS ARE AVAILABLE THROUGH THE FOLLOWING OUTLETS

Can be found on our website at **chilifest.org**

TICKET OPTIONS

General Admission Tickets
General Admission Tickets

(Friday & Saturday)
(Saturday Only)

VIP-VIEW PLATFORM PROVIDES THE FOLLOWING

- Spacious and Gated Area / Tickets are limited in order to provide an open
- Private VIP Bar
- Raised Two Story Viewing Platform. First Level is the same level as and inches away from stage. First Level is covered...SHADE!
- Chance to meet your favorite Chilifest Entertainer

**CHILIFEST
VIP
PLATFORM**



**VIP
PLATFORM
VIEW**

PAST PROMOTIONAL POSTERS



PAST PROMOTIONAL POSTERS

1998-2001



PAST PROMOTIONAL POSTERS

2002-2005



PAST PROMOTIONAL POSTERS

2006-2009



PAST PROMOTIONAL POSTERS

2010-2013

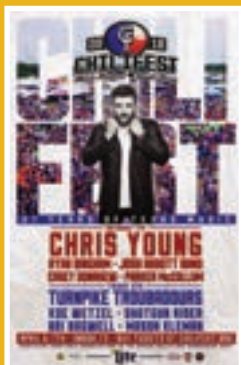


PAST PROMOTIONAL POSTERS

2014-2017



PAST PROMOTIONAL POSTERS 2018-2023



PAST PROMOTIONAL POSTERS

2024





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CHILI COOK-OFF

There IS always CHILI at CHILIFEST! This year our Chili Cook-Off will be BIGGER and BETTER offering teams some incentives to want to participate even more by getting a Chilifest Team together. Teams will be able to participate in the Chili Cook-Off which could send them home with some cash prizes! This is for Chilifest Teams only and it is not a requirement, just an opportunity to get their CHILI ON and win some cash!

FIRST PLACE

\$1 500

SECOND

\$1 000

THIRD PLACE

\$750

**AND 4 VIP TICKETS TO
CHILIFEST 2025**



A stylized map of Texas is the background of the poster. The map is composed of several geometric shapes. The top-left portion is a solid orange color. The rest of the map is black, except for a small blue area in the bottom-right corner representing the Gulf of Mexico. The text is centered within the black portion of the map.

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