



CELEBRATING THE
BLACK-EYED PEA JAMBOREE
&
**UNCLE FLETCH
HAMBURGER FESTIVAL**
★ OCTOBER 16 & 17 ★
IN DOWNTOWN ATHENS

2026 Jamburgeree Sponsorship Opportunities

ABOUT THE EVENT

- Combines the beloved Black-Eyed Pea Jamboree and Uncle Fletch's hamburger legacy
- Two days of live music, family fun, food, and hometown traditions
- Celebrates Athens as the Home of the Hamburger and Black-Eyed Pea Capital of the World

FEATURED ATTRACTIONS

- Neal McCoy Live in Concert
- Uncle Fletch Hamburger Cookoff
- Black-Eyed Pea Cookoff
- Black-Eyed Pea 5K & Family Fun Run
- Multiple Kids Zones
- Vendors, Food Trucks, Tractor Show, and More...

WHY SPONSOR?

- Reach 4,000-6,000 attendees
- Support free family activities
- Promote tourism and economic development in the region
- Gain print, digital, radio, TV and event exposure
- Connect with one of Athens' signature events

SPONSORSHIP LEVELS AT A GLANCE

PRESENTING SPONSOR \$15,000

- Naming rights
- Largest logo placement
- Premium stage recognition
- VIP Meet 'n Greet with Neal McCoy for 4
- 20 Food Truck certificates
- Sponsor hospitality area
- Media promotion
- Swag bags and more!

NEAL MCCOY CONCERT SPONSOR \$10,000

- Exclusive sponsor of Neal McCoy concert
- Logo on concert advertising & on-stage recognition
- Dedicated banner at concert
- VIP Meet 'n Greet with Neal McCoy for 8
- 10 Food Truck certificates
- Sponsor hospitality area
- Media promotion
- Swag bags

BLACK-EYED PEA 5K SPONSOR \$5,000

- Presented by UT Health
- Family Fun Run recognition
- Media promotion
- Logo on event materials
- 5 Food Truck certificates
- 5 entries to run

HOMETOWN HERITAGE SPONSOR \$3,500

- Title sponsor of Uncle Fletch Hamburger Cookoff or Black-eyed Pea Cookoff
- Awards presentation opportunity
- Media promotion
- Vendor booth opportunity
- Logo on signage
- 2 Food Truck certificates

KIDS ZONE SPONSOR \$2,500

- Title sponsor to Young Kids Zone or Big Kids Zone
- Logo on area signage
- Media promotion
- Vendor booth opportunity

HARVEST SPONSOR \$1,000

- Logo on sponsor banner
- Website recognition
- Social media recognition

FARMSTEAD SPONSOR \$500

- Logo on sponsor banner
- Social media recognition

FRONT PORCH FRIEND \$250

- Name listed on sponsor signage

MORE DETAILS ON SPONSOR LEVELS & CUSTOM SPONSORSHIPS AVAILABLE



Greater Athens Chamber of Commerce | Connecting Business. Building Community.

Questions? 903-675-5181 | athensTXchamber@outlook.com



Reserve Your Sponsorship

Complete this form or scan the QR code to reserve online.

Business/Organization _____

Primary Contact _____

Email _____

Phone _____

Mailing Address _____

Preferred Recognition Name _____

SPONSORSHIP LEVEL

- ☐ Presenting Sponsor – \$15,000
- ☐ Neal McCoy Concert Sponsor – \$10,000
- ☐ Black-Eyed Pea 5K Sponsor – \$5,000
- ☐ Hometown Heritage Sponsor – \$3,500
- ☐ Kids Zone Sponsor – \$2,500

- ☐ Harvest Sponsor – \$1,000
- ☐ Farmstead Sponsor – \$500
- ☐ Front Porch Friend – \$250
- ☐ Custom Sponsorship

Custom examples: Golf Cart Sponsor • Volunteer Headquarters • Historical Museum • Hospitality Area • Entertainment • Kids Zones

LET'S BUILD SOMETHING CUSTOM

Custom sponsorship description:



SCAN TO LEARN MORE ABOUT THE EVENT

Celebrate Athens heritage while supporting families, visitors and local businesses.



TO RESERVE YOUR SPONSORSHIP, CONTACT US TODAY!

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