



December 5, 2025

RE: Join Us for an Unforgettable 2026 Dixie Dash Barrel Race

Dear future partner,

My name is Estee Hawkins, founder of Hawk & Crew Productions and host of the **Dixie Dash Barrel Race** held each spring at the Florida Parishes Arena in Amite. I would love to introduce you to an event that has quickly become one of the most anticipated weekends for riders, families, and small businesses across our region.

The Dixie Dash is more than a race. It is a gathering place for competitors from Louisiana, Mississippi, Alabama, and Texas. Last year alone, we welcomed over 300 competitors, awarded more than \$25,000 in payout winnings, and filled the arena with families, vendors, and spectators who came to support both the sport and the local community. Riders travel in, book hotels, eat locally, shop locally, and bring real economic energy into our parish.

Sponsorship makes that possible. Your support directly fuels added prize money, awards, production quality, and the experience competitors and families look forward to all year. In return, your business is placed front and center in one of the most loyal customer bases you will find. Barrel racers proudly support the businesses that support them, and they love to share that support across social media.

Your business can be featured through:

- **Barrel cover logo placement where every run is photographed and shared**
- **Arena banners and announcer recognition**
- **Website and social media features**
- **Vendor booth space for direct customer interaction**
- **Optional commercial placement before or between race sets**

With the continued growth of the Dixie Dash, visibility extends far beyond race weekend. Riders repost their runs, families tag sponsors, and those moments continue circulating for months. It is authentic marketing rooted in real community support.



www.thedixiedash.com



esteehawkins@gmail.com



985.969.4188

The Dixie Dash is growing each year in size, reputation, and energy. Our goal is to continue building an event that competitors plan their season around and that local businesses are proud to be part of. I would be honored to welcome your business as a partner in that growth.

Attached you will find our sponsorship guide. I would *love* the opportunity to visit with you and find a level that aligns with your goals.

LET'S MAKE THIS YEAR'S RACE ANOTHER ONE TO REMEMBER!

With gratitude and excitement,



Estee Hawkins
Founder, Hawk & Crew Productions
www.thedixiedash.com
985.969.4188 cell



Behold! A tiny glimpse of our 2025 Dixie Dash!



HAILEY STEPHENS
& DESIGNEDFORTHEROSES AKA MOONEY



1ST
place winner

14.844

5D OPEN



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985.969.4188

March 20-21st, 2026



Dixie Dash

Florida Parishes Arena

1301 NW Central Ave, Amite, LA 70422



➡➡➡ **\$3,750 *or more* ADDED** ⬅⬅⬅

MULTI-RACE FORMAT

80% PAYOUT

BIG BUCK\$ RACE

FRIDAY, MARCH 20TH

12PM - SHOW OFFICE OPENS

1PM-5PM - EXHIBITIONS

6PM - KIDDIES & \$750 ADDED 5D OPEN TO FOLLOW

7PM - 2ND DRAW BOOKS CLOSE

SATURDAY, MARCH 21ST

9AM - SHOW OFFICE OPENS

10AM-1PM - EXHIBITIONS

2PM - KIDDIES & MULTI-RACE TO FOLLOW

3PM - 2ND DRAW BOOKS CLOSE

MULTI-RACE INCLUDES:

\$1,000 ADDED 4D BIG BUCK\$ RACE

\$2,000 ADDED 5D OPEN

3D AGE INCENTIVE (YOUTH, ADULT, SENIOR)

3D SR HORSE (HORSES 15+) SIDE POT

--SCHEDULE IS TENTATIVE--

- RULES / INFO -

- 4D/5D races - half second splits
- 3D Incentives / Side Pots - whole second splits
- Kiddies - smaller pattern for little ones 8 & Under or Special Needs
- Must enter open or big bucks to carry time over into incentive and side pot races.
- dress code: jeans, heels down boots are required, shirts must have sleeves (no tank tops or spaghetti straps)
- Full list of rules found on website.

- FEES -

- Pen fee: \$10 per day per rider
- Exhibitions \$5 each
- Kiddies \$15/entry
- Friday 5D Open - \$45/entry
- 4D Big Buck\$ - \$125
- Saturday 5D Open - \$60
- Side Pots / Incentives - \$25

*Stall RATE - \$30/stall per night

*rates include 1 bag of shavings, per night.

NO DAY STALLS. NO REFUNDS ON STALLS.



CASH ONLY! ✨ NO LATE FEES!

First Draw Books Open March 16th and close 10AM March 19th.

This is a **CASH ONLY** event. Fees are due if an entry is SUBMITTED AND THE DRAW IS POSTED - NO EXCEPTIONS.

NO REFUNDS ONCE DRAW IS POSTED.

questions/sponsors/vendors -
call or text 985.969.4188

www.thedixiedash.com



RV hookups will be sold by the arena on a first come first served bases. Contact Florida Parishes Arena for details.

March 20-21st, 2026



Dixie Dash

Florida Parishes Arena

1301 NW Central Ave, Amite, LA 70422



DELUCAS
FINE JEWELRY & GIFTS



\$3,750 or more ADDED

--SPONSORSHIP LEVELS--

PLATINUM – \$1,200 +

- ★ *Placement on Barrel Covers*
- ★ Individual Banner placed along facility entrance, near holding pen, and inside the arena!
- ★ 10X10 Vendor Booth Space
- ★ Premium Placement on:
Website, Entry Form, Flyer, Event Tee Shirt,
- ★ Facebook/Social Media Recognition
- ★ Biz Cards, Coupons, Promotional items placed at entry desk for contestants (items provided by sponsor).

GOLD – \$750

- ★ *Placement on Barrel Covers*
- ★ Individual Banner placed near sign up desk and inside the arena!
- ★ Premium Placement on:
Website, Flyer, Entry Form, Event Tee Shirt,
- ★ Facebook/Social Media Recognition
- ★ Biz Cards, Coupons, Promotional items placed at entry desk for contestants (items provided by sponsor).

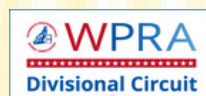
SILVER – \$500

- ★ Individual Banner placed Inside the arena!
- ★ Placement on:
Website and Event Tee Shirt
- ★ Facebook/Social Media Recognition
- ★ Biz Cards, Coupons, Promotional items placed at entry desk for contestants (items provided by sponsor).

BRONZE – \$250

- ★ Facebook/Social Media Recognition

approval



pending

More Information: Estee Hawkins
985.969.4188 or
esteehawkins@gmail.com



Hawk & Crew
productions, LLC

MULTI-RACE FORMAT 80% PAYOUT BIG BUCK\$ RACE

www.thedixiedash.com



Thank you for choosing to support our crew and **The Dixie Dash Barrel Race!!!!**

Sponsorship Level (select one):



PLATINUM (\$1,200 or higher)



GOLD (\$750 or higher)



SILVER (\$500)



BRONZE (\$250)



OTHER \$_____

BUSINESS NAME: _____

ADDRESS: _____

PHONE: _____

CONTACT NAME: _____

EMAIL: _____

CONTACT PHONE: _____

BOOTH SPACE NEEDED:

YES

☐

NO

☐

Please make check payable to:

**Hawk & Crew Productions, LLC
11458 Wardline Road
Hammond, LA 70401**

Email high resolution logo (pdf, jpeg, or png) files to esteehawkins@gmail.com. Logo will be used for banners and media publications!!!

Thank you again!!! We look forward to marketing your business to our cowgirls and cowboys!!!



Estee Hawkins



www.thedixiedash.com



esteehawkins@gmail.com



985.969.4188