LARRY JOE TAYLOR'S

2027 SPONSORSHIP CATALOG

TEXAS MUSIC FESTIVAL

38TH ANNUAL ★ APRIL 19-24, 2027

STEPHENVILLE, TEXAS

MELODY MOUNTAIN RANCH

REAL MUSIC ★ REAL PEOPLE ★ REAL TEXAS

THANK YOU FOR YOUR INTEREST IN

2027 Sponsorships

In 2027 we welcome back past sponsors and are excited to already have many new sponsors. You will find numerous sponsorship opportunities included in this catalog along with the Official 2027 Sponsorship Package.

Depending on the level of participation, sponsors have opportunities to:

- Increase name recognition by advertising and networking.
- Put their name in front of a mass of people who will see or hear advertising in various mediums according to the level of sponsorship. These can include one or more of the following: ads on festival website, in festival program, on stage banners, advertising in campground, company logo on armbands, stage sponsorships, etc.
- Be a part of the team of festival sponsors who advertise year after year. We believe the fact that we have so many repeat sponsors speaks volumes about the quality of this event and the benefits gained from advertising. Our patrons go out of their way to support the individuals and businesses that make this festival possible. *It's a fact… people prefer to do business with folks who share common interests.*
- Share the perks in sponsorship packages with their customers, employees or friends. Depending on the level of sponsorship, packages may include a block of tickets, on stage seating, VIP parking, backstage access, motel rooms, etc.

Sponsorship packages are designed to meet the needs of individual advertising goals and can be customized to meet specific needs. Promotional elements are determined by the custom package design or the pre-designed package included in this catalog.

As sponsorship coordinator I will continue to keep you informed of plans for Larry Joe Taylor's 38th Annual Texas Music Festival & Chili Cook-off. Please feel free to call or email me at any time. I look forward to working with you on another successful event! ***WE ARE COMMITTED TO OUR SPONSORS AND MAKING SURE THEY ARE SATISFIED WITH THEIR INVESTMENT!***

Sincerely,

Zack Taylor
zack@larryjoetalor.com
Festival Production Manager

Overview

Larry Joe Taylor's 38th Annual Texas Music Festival & Chili Cook-off is a 6-day event scheduled for Monday, April 19th through Saturday, April 24th at Melody Mountain Ranch just outside of Stephenville, Texas. Nestled in the hills 5 miles north of Stephenville, Texas, the elevation of this 380-acre ranch makes it the 3rd highest point in Erath County allowing for spectacular views of the surrounding countryside. Thousands of loyal fans make the annual pilgrimage and camp on site to enjoy the music as well as the breathtaking panorama. Melody Mountain Ranch is very near the center of Texas making it easily accessible from all of the major metropolitan areas in the state. The ranch features:

- On site camping that includes over 400 sites with electricity and water, a considerable amount of reserved camping sites and an ample amount of preferred camping
- A 22-stall shower house
- An 8,000 square foot main stage with 380 on stage seats plus 15 onstage suites totaling over 3,000 square feet. This stage is adjoined to an 8,000 square foot covered VIP backstage area
- An outdoor covered pavilion with a 1,500 square foot stage and stage seats for 200 people. Adjoining this stage is a 7,000 square foot indoor facility
- A 3,600 square foot permanent Merchandise Booth
- An Allsup's mini convenience store
- T-Birds Garage Pub, is a private bar with daily entertainment and a live video feed from the stages as well as an outside patio with a full view of the main stage.

Nearby, Stephenville, a town of 21,956 plus over 21,000 Tarleton State University students is known as the 'Cowboy Capital of the World' and the 'City of Champions', Stephenville takes pride in having small town values, where a strong work ethic, family-values, and a giving heart still matter. This small, friendly community is ranked as one of the 100 Best Small Towns in America. Non-campers have access to over 700 motel rooms in Stephenville and nearby surrounding communities. Additionally, festival patrons can stock up on supplies at the area grocery, hardware and discount stores and enjoy a variety of area restaurants and antique stores.

The support of our loyal sponsors has been the backbone of the success of this long-standing, nationally acclaimed songwriter festival. Their generous investment, dedication of loyal fans, the experienced and professional staff and the top-notch performing songwriters resulted in a 2026 record attendance of people from nearly every state in the U.S. and several foreign countries. We look forward to successful, eagerly anticipated year in 2027!

Awards

Recipient of Texas Regional Radio & Music Awards:

- **"Event/Festival of the Year"**
  (2026, 2025, 2024, 2023, 2019, 2018, 2017, 2016, 2015, 2014)
- **"Event of the Year" (2013, 2012)**
- **"Festival of the Year" (2011)**

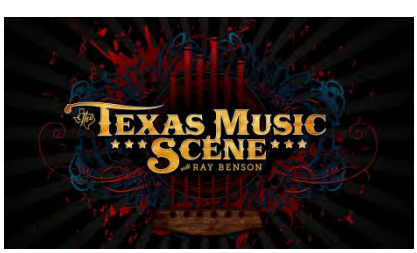
Texas Country Music Association:

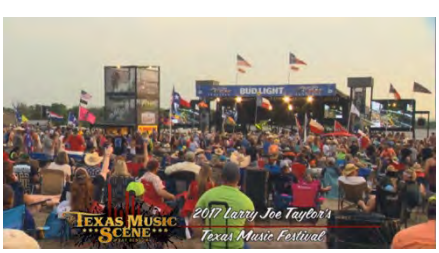
- **"Music Festival of the Year" (2026)**

Best of Erath County:

- **"Event of the Year" (2017)**

Television Appearances





I. Featured Sponsorship Opportunities

(These may be added to other sponsorships for discount pricing. Please call for pricing and specific details. These opportunities are limited to availability.)

1.01 Presenting Sponsor - "Your Company's Name" presents...Larry Joe Taylor's 38th Annual Texas Music Festival. The fundamental sponsorship package of every event and maximum exposure to its patrons. This package was designed to connect the Larry Joe Taylor Music Festival and its title sponsor to the desired demographics of most companies. The title sponsor receives logo and name placement during each stage of the event and on every media outlet.

1.02 Associate Sponsor - Your Company can be a part of the title of the premier Texas music event of the year. Larry Joe Taylor's 38th Annual Texas Music Festival brought to you by "Your Company's Name". The Co-title sponsor receives logo and name placement during each stage of the event and on every media outlet.

1.03 West Stage Sponsor - "Your Company's Name" Stage. A package that allows companies to have top stage event signage as well as an impeccable brand association with the event throughout the promotion process. This package really puts the "Company Name" in the mouths of patrons by naming a stage that all festival patrons attend. The package is designed to incorporate the company in every fashion of the event through signage, radio, print, and company association with each entertainer. A large mass music fans visit this stage throughout the event.

1.04 East Pavilion Stage Sponsor - "Your Company's Name" Stage. This package is a great way to have name placement in front of a very attentive crowd each day of the event. The small band stage hosts only the best young and established singer songwriters in the Texas Music scene. Over the years the small band stage has become a career launching platform for many Texas Music artists and has increased in crowd size each year.

1.05 Campground and Chili Cook-off Sponsor - Have your company's name on the largest six-day camping and music festival in Texas. The campground becomes "Your Company's Name" Melody Mountain Ranch Festival Campgrounds and the Chili Cook-off becomes "Your Company's Name" Chili Cook-off. The Campground and Chili Cook-off sponsor receives logo and name placement during each stage of the event and on every media outlet.

1.06 Jumbo Tron Sponsor - "Your Company's Name" and/or logo appears on Jumbo Tron at all times. Prime event logo placement is what this package is all about. This package can be for one Jumbo Tron or combined for a package price for both Jumbo Trons. The 17' X 13' Jumbo Trons are located to the right and left of the West stage. The Jumbo Trons display live footage of each performer Tuesday through Saturday and showcase sponsor ads and logos before and after each entertainer. This package is designed to give companies an ideal logo placement as well as signage and other perks of being a sponsor.

1.07 Artist Merchandise Store Sponsor - "Your Company's Name" Artist Merchandise Store. The artist merchandise store is the highest visited outlet at the event and the location is ideal for sponsors to have their company name showcased on top of the sixty foot long, 3,600 square foot building. This package is designed for our sponsors to have premium signage to the right of the West stage and visible to a large mass crowd. This building attracts a ton of customers per day and an ideal and unique way to have your company name visible to all patrons.

1.08 iPhone App/Text Messaging Sponsor - Integrating new technology in our festival promotion and fan interaction has created a unique way to have your company be part of our new iPhone application. We have developed this package to showcase a company as an official sponsor of this powerful festival interaction tool.

1.09 Armband Sponsor - "Company Name" and/or logo appears on every general admission armband

1.10 Staff Shirts Sponsor - "Company Name" and/or logo appears on all Festival Staff T-shirts, tank tops, and hoodies (approx. 300)

1.11 Back Stage VIP/Artist Lounge Sponsor - "Company Name" VIP/Artist Lounge

1.12 Parking Lot & Tag Advertising - "Company Name" Parking Lot and logo appears on all parking tags

1.13 Shower House Sponsor - "Company Name" banners will wrap shower facilities

1.14 Ticket Sponsor - "Company Name" and/or logo appears on all admission tickets

1.15 Trash Can Advertising - "Company Name" and/or logo on trash cans

1.16 Portable Toilet Advertisement - "Company Name" and/or logo on portable toilets

1.17 Promotional Booth Spaces - promotional booth spaces available, please call for details

1.18 Festival T-Shirt Sponsor - Company logo printed on the main festival souvenir t-shirt with lineup. Approximately 600 shirts printed.

1.19 T-Birds Songwriter Showcase - This is a seven-week competition leading up to the festival with weekly promotions along with the winner performing at LJT Fest

1.20 T-Birds Stage Sponsorship (2 stages) - Sponsorship of the stages inside the T-Birds garage pub. There will be a total of 10 performances inside T-Birds garage pub during the event with attendance reaching capacity during these performances over 6 days.

1.21 VIP/Artist Goodie Bag Sponsor - Company logo printed on over 500 goodie bags handed out to VIP and Artist during the event

1.22 Main Stage Entrance Sponsor - There are 4 entrances into the main stage area where company logos would be displayed

1.23 Texas Music Fest Video Sponsor - Company logo and brief message would be placed on all video trailers during the event placed on all festival social media

1.24 Jumbo Tron Fest Cam - Social media pictures of fans and tweets will be posted throughout the event on the Jumbo Trons with a sponsor's logo each time.

II. Business Sponsorship Packages

2.01 Texas Business Package - $18,564.00

- Full page color advertisement in digital online festival program
- Logo on both Jumbo Trons between acts
- Website banner w/ link (you provide design)
- Four 15-30 second DVD ads per day on both Daktronics Pro Star Full Color Video Boards 17.5' X 13.5' run each day on Wednesday through Saturday (you provide DVD ad)
- Upstage VIP Suite (suites hold 10 people) on Miller Lite West stage for 4 days and VIP backstage passes for ten w/ pit access (Wednesday - Saturday)
- Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
- Access to VIP air-conditioned flushable restrooms
- Thirty (30) general admission tickets (valid any day) for entry onto the festival grounds
- Access to LJT Festival Facebook promotion with over 115,000 friends and fans (post will be limited to two per sponsor)
- Ten seats at the VIP brunch on Friday at 11:00 am
- Ten festival T-shirts
- One RV spot for backstage camping & two backstage parking passes
- Four VIP parking passes for parking lot

* With ten reserved seats on the Allsup's East pavilion stage for 4 days (includes access to the VIP bar) $20,564.00

2.02 Lone Star Business Package - $8,847.35

- Full page color advertisement in digital online festival program
- Logo on both Jumbo Trons between acts
- Website banner w/ link (you provide design)
- Four 15-30 second DVD ads per day on both Daktronics Pro Star Full Color Video Boards 17.5' X 13.5' run each day on Wednesday through Saturday (you provide DVD ad)
- Ten reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for ten w/ pit access (Wednesday - Saturday)
- Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
- Access to VIP air-conditioned flushable restrooms
- Thirty (30) general admission tickets (valid any day) for entry onto the festival grounds
- Access to LJT Festival Facebook promotion with over 115,000 friends and fans (post will be limited to one per sponsor)
- Ten seats at the VIP brunch on Friday at 11:00 am
- Ten festival T-shirts
- One RV spot for backstage camping & two backstage parking passes
- Four VIP parking passes for parking lot

* With ten reserved seats on the Allsup's East pavilion stage for 4 days (includes access to the VIP bar) $10,522.35

2.03 Gold Package - $5,129.75

- Full page color advertisement in digital online festival program
- Logo on both Jumbo Trons between acts
- Website banner w/ link (you provide design)
- Six reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for six w/ pit access (Wednesday - Saturday)
- Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
- Access to VIP air-conditioned flushable restrooms
- Twenty (20) general admission tickets (valid any day) for entry onto the festival grounds
- Six seats at the VIP brunch Friday at 11:00 am
- Six festival T-shirts

*With six reserved seats on the Allsup's East pavilion stage for 4 days (includes access to the VIP bar) $6,194.75

2.04 Silver Package - $3,758.40

- Full page color advertisement in digital online festival program
- Logo on both Jumbo Trons between acts
- Website banner w/ link (you provide design)
- Four reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for four w/ pit access (Wednesday - Saturday)
- Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
- Access to VIP air-conditioned flushable restrooms
- Fourteen (14) general admission tickets (valid any day) for entry onto the festival grounds
- Four seats at the VIP brunch on Friday at 11:00 am
- Four festival T-shirts

*With four reserved seats on the Allsup's East pavilion stage for 4 days (includes access to the VIP bar) $5,032.80

2.05 Bronze Package - $2,197.30

- Full page color advertisement in digital online festival program
- Logo on both Jumbo Trons between acts
- Website banner w/ link (you provide design)
- Two reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for two w/ pit access (Wednesday - Saturday)
- Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
- Access to VIP air-conditioned flushable restrooms
- Six (6) general admission tickets (valid any day) for entry onto the festival grounds

*With two reserved seats on the Allsup's East pavilion stage for 4 days (includes access to the VIP bar) $2,379.80

VIP ELECTRIC & WATER camping area! *The Grove VIP* - $700.00-$750.00 per site

The Grove VIP is a secluded electric (30 AMP or 50 AMP) & water camping area now available with the purchase of 2 or more VIP stage seats or any sponsorship package. This area is located behind the Miller Lite stage with private access to the area. These are able to accommodate RV's up to 45' in length and each site is a spacious 30' wide. These sites will only be available to VIP customers and sponsors that have stage seats. Includes camping for Monday, April 19th through Saturday, April 24th. VIP campsite holders will also be able to have RV's delivered and set up on or after April 9th, ten days before the event.

(These sites are limited to availability)

VIP Stage Seating Options

These passes are for one individual per day. Each pass will be punched and issued a different armband each day so you may use the pass for Wednesday and let someone else use the pass for Thursday. Passes cannot be traded out during a single day, only from one day to the next.

Miller Lite Stage Seating

Miller Lite VIP Max "Ten Pack" Reserved Seating Package (w/ admission tickets) - $5,850.00* ***Add up to 5 additional seats and tickets at $585.00* each***

Ten general admission tickets for entry onto the festival grounds (Monday - Saturday)
Ten reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for ten w/ pit Access (Wednesday - Saturday)
Access to the VIP bar and complimentary daily buffet dinners in VIP lounge, access to VIP air conditioned flushable restrooms
Ten seats at the VIP brunch on Friday at 11:00 am
(Only four of these packages will be sold)

Miller Lite VIP Max Reserved Stage Seat (w/ admission ticket) - $590.00 to $650.00* ***(3-day and 4-day options available)***

One general admission ticket for entry onto the festival grounds (Monday - Saturday)
One reserved seat on the Miller Lite stage and one VIP backstage pass w/ pit access for 4 days valid (Wednesday - Saturday) ***or*** 3 days valid (Thursday - Saturday)
Access to the VIP bar and complimentary daily buffet dinners in VIP lounge, access to VIP air conditioned flushable restrooms
One seat at the VIP brunch on Friday at 11:00 am
(This package is limited to availability)

Miller Lite VIP Select Seat "Open Seating" (w/ admission ticket) - $525.00 to $575.00* ***(3-day and 4-day options available)***

One general admission ticket for entry onto the festival grounds (Monday - Saturday)
One non-reserved open seat on the Miller Lite stage and one VIP backstage pass w/ pit access 4 days valid (Wednesday - Saturday) ***or*** 3 days valid (Thursday - Saturday)
Access to the VIP bar and complimentary daily buffet dinners in VIP lounge, access to VIP air conditioned flushable restrooms
(This package is limited to availability)

Allsup's Stage Seating

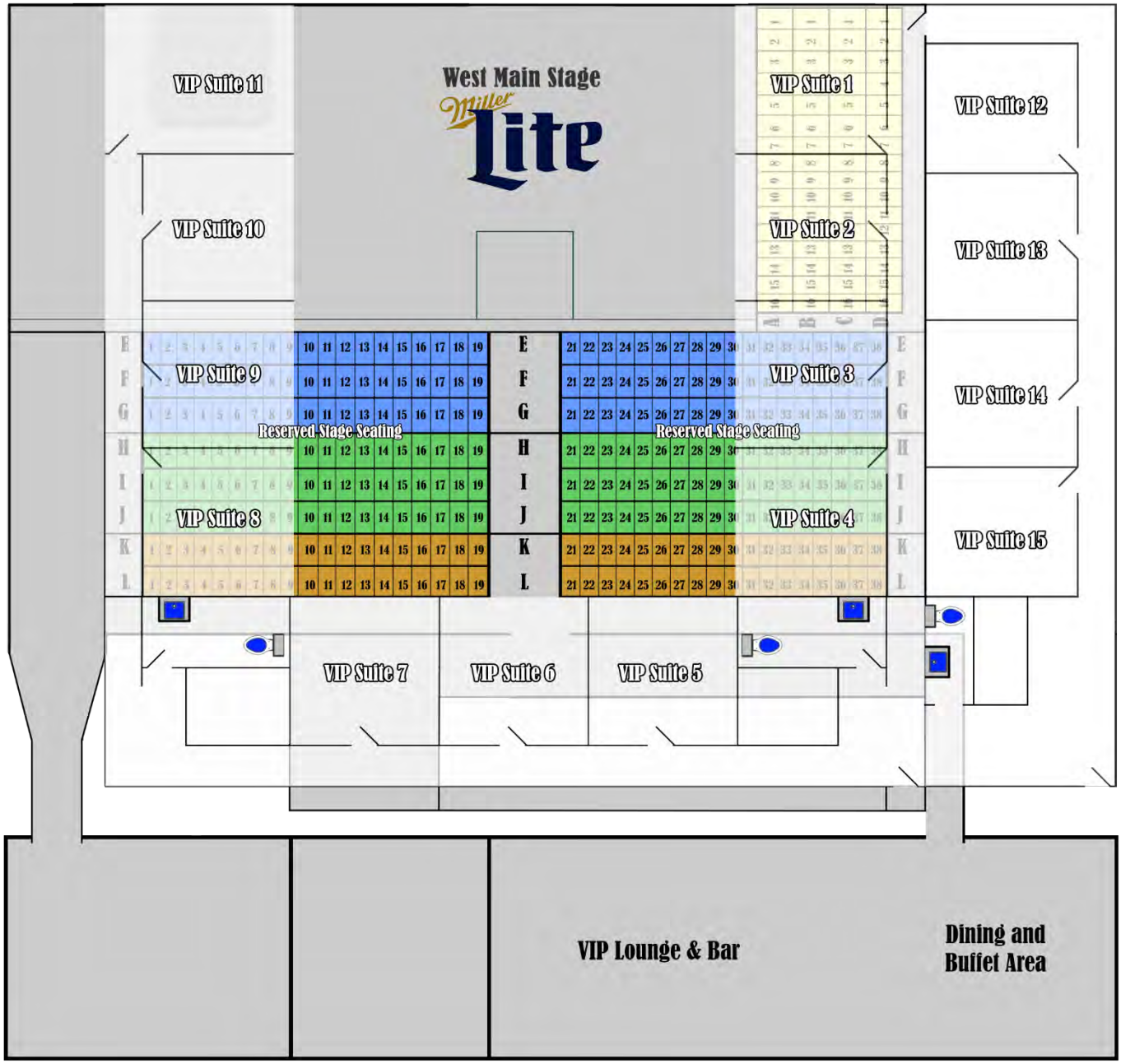
Allsup's VIP Max Reserved Stage Seat - $250.00* ***(Ticket options also available)***

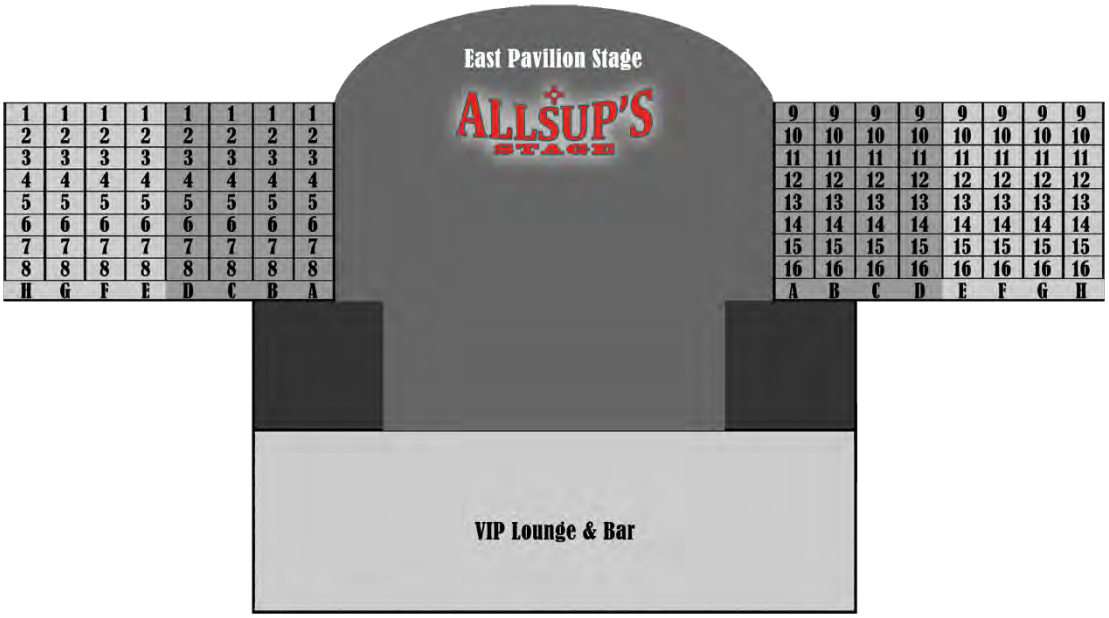
One reserved seat on Allsup's stage for 4 days and one VIP Allsup's backstage pass (Wednesday - Saturday)
Access to the VIP bar
(This package is limited to availability)

Allsup's VIP Select Seat "Open Seating" - $225.00* ***(Ticket options also available)***

One non-reserved open seat (Rows I through M) on Allsup's stage for 4 days and one VIP Allsup's backstage pass (Wednesday - Saturday)
Access to the VIP bar
(This package is limited to availability)

*ALL STAGE SEATING PRICES ARE WITHOUT TAX; TAX WILL BE ADDED TO FINAL ORDER AND IS CALCULATED AT 6.75%


West Main Stage
Miller Lite
VIP Suite 1
VIP Suite 2
VIP Suite 3
VIP Suite 4
VIP Suite 5
VIP Suite 6
VIP Suite 7
VIP Suite 8
VIP Suite 9
VIP Suite 10
VIP Suite 11
VIP Suite 12
VIP Suite 13
VIP Suite 14
VIP Suite 15
Reserved Stage Seating
Reserved Stage Seating
VIP Lounge & Bar
Dining and Buffet Area


East Pavilion Stage
ALLSUP'S STAGE
VIP Lounge & Bar

IV. Miller Lite Stage VIP Suite Package (w/admission tickets) – $14,800 to $19,250

Option 10(A) – Upstage Suite (Suites 1, 2, 10 & 11 hold 10 people) for 4 days and backstage passes for ten w/ pit access (Wednesday - Saturday) - $16,500
Option 10(B) – Upstage Suite (Suites 3, 4, 8 & 9 hold 10 people) for 4 days and backstage passes for ten w/ pit access (Wednesday - Saturday) - $14,800
Option 14 – Upstage Suite (Suites 5, 6 & 7 hold 14 people) for 4 days and backstage passes for fourteen w/ pit access (Wednesday - Saturday) - $18,150
Option 16 – Mid-stage Suite (Suites 12, 13, 14 & 15 hold 16 people) for 4 days and backstage passes for sixteen w/ pit access (Wednesday - Saturday) - $19,250
Ten to sixteen general admission tickets for entry onto the festival grounds (Monday-Saturday)
Access to the VIP bar and complimentary daily buffet dinners in VIP lounge, access to VIP air-conditioned flushable restrooms
Ten to sixteen seats at the VIP brunch on Friday at 11:00 am

(This package is limited to availability) ***Call for individual suite seat prices and availability (254) 968-8505***

V. Total Access Sponsorship Package - $9,306.00

Six general admission tickets for entry onto the festival grounds
Six seats at the VIP brunch on Friday at 11:00 am
Six reserved seats on the Miller Lite stage for 4 days and VIP backstage passes for six w/ pit access (Wednesday – Saturday)
Access to the VIP bar and complimentary daily buffet dinners in VIP lounge
Access to VIP air-conditioned flushable restrooms
Six reserved seats on the Allsup's stage for 4 days and VIP backstage passes for six (Wednesday - Saturday & includes access to the VIP bar)
Six festival T-shirts
Two backstage parking passes
One backstage campsite with water & electricity
One 34' to 40' fifth wheel travel trailer for backstage camping (sleeps six people; includes black/grey water cleanout) (Must provide: linens, pillows, towels, kitchen accessories) *** Note:** Deposit not included

(Business sponsorship packages can be included at discounted prices) (This package is limited to availability)

VI. Digital Online Program Advertisement

6.01 $385
Full Page Color Advertisement in Program (8.5"w x 11"h)

6.02 $275
Half Page Color Advertisement in Program (8.5"w x 5.5"h)

Our digital online festival program is a great way to advertise your business or organization with online advertising. It has been a great advertising tool with fans each year. The festival program reaches approximately 50,000 people each year. Programs remain online each year.

Festival program proceeds benefited the American Cancer Society's Relay For Life and raised over $52,000 the past ten years.

Festival Program Ads

- **Deadline for Ad Copy: March 1, 2027**
- **ALL AD FILES MUST BE …**300 DPI/133 or 150 Line Screen Color CMYK or RGB
- **FILE FORMATS ACCEPTED** in order of preference **Adobe PDF, Photoshop TIF** (Flattened with LZW compression)**, Photoshop EPS** (Flattened)**, or Microsoft Office Formats**
- **Send Ad Copies to: kyle@larryjoetaylor.com**

LJT's Texas Music Festival Facts

- **Texas Music Festival web page and social media pages receive over 1,900,000 hits in the months leading up to the event.**

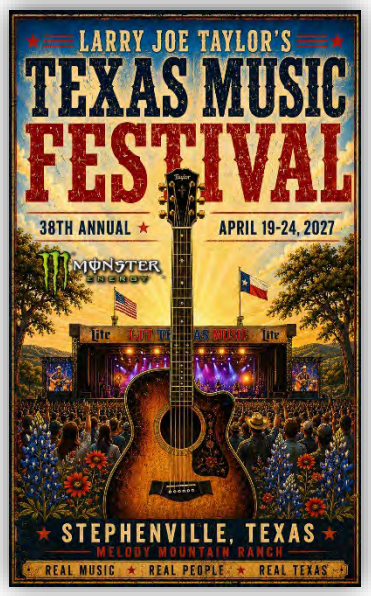
- **Web-page banners can be linked to your company or firm and will remain on the LJT web site until October 2027.**

Larry Joe Taylor's Texas Music Festival

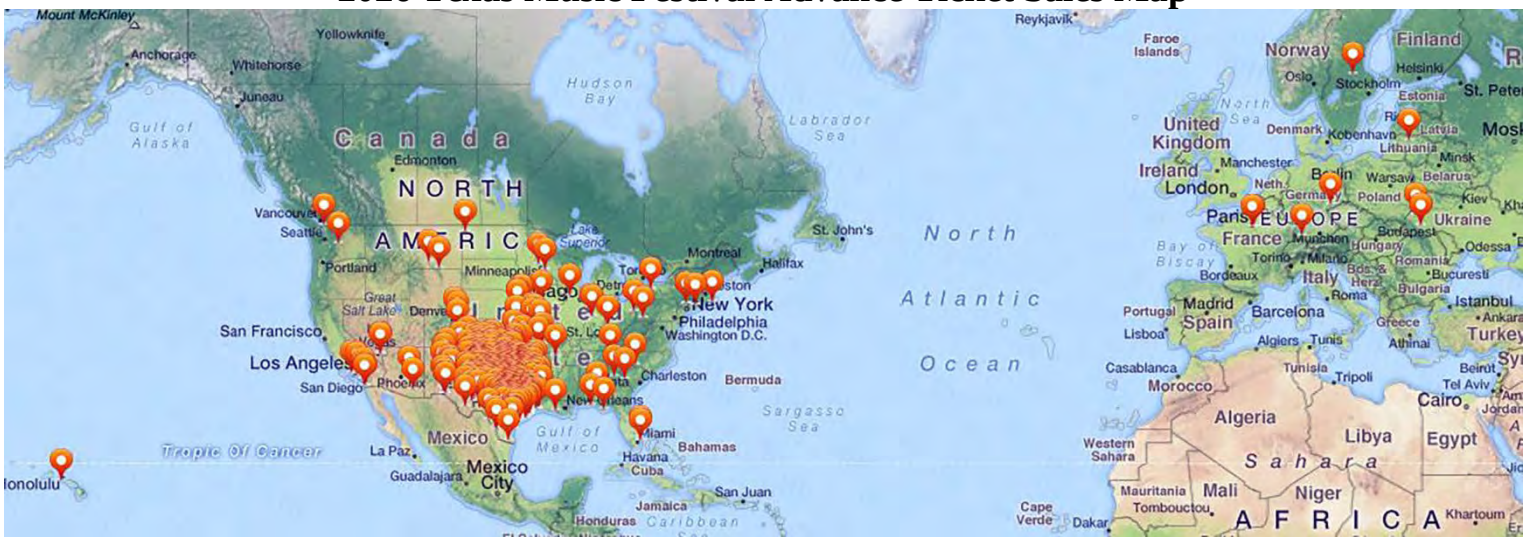
Patron Demographics & Information

Visitation Pattern:

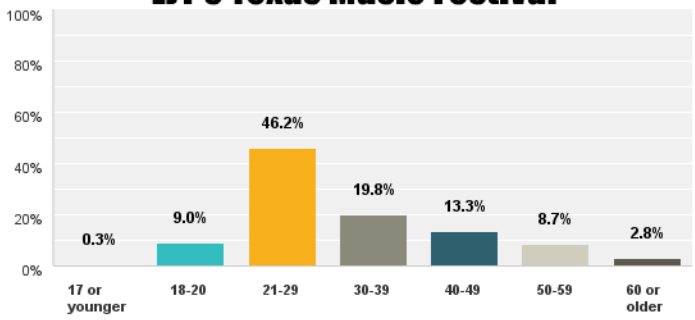
91% attend two days or more during the festival
72% attended last year
42% attended each of the last 5 years
93% are "Likely" to attend next year. Average years attended – 4.8
89% say they would enthusiastically recommend attending the LJT Festival to others
93% would purchase a LJT Festival sponsor's product or service over that of a non-sponsor (all other factors being equal)
95% feel safe while attending the LJT Festival



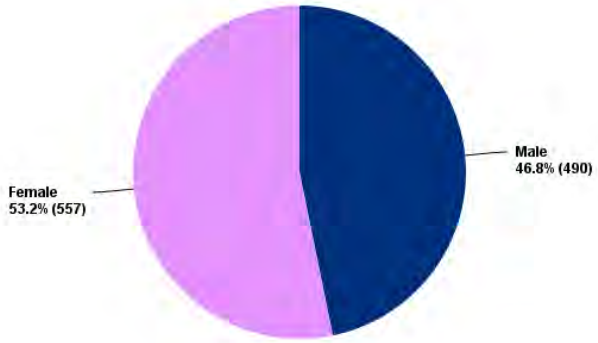
2026 Texas Music Festival Advance Ticket Sales Map



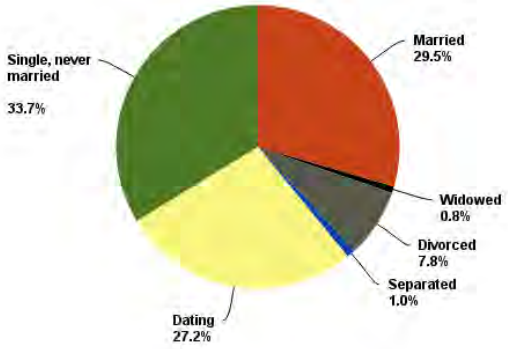
Age Groups Attending LJT's Texas Music Festival



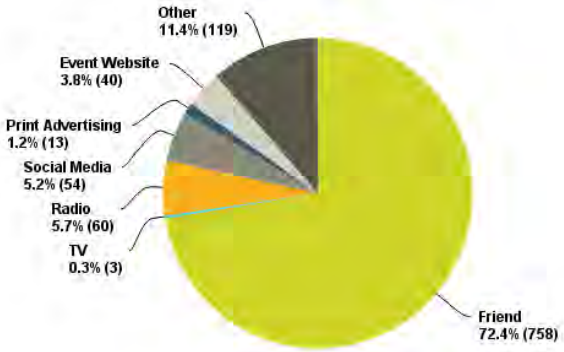
Gender



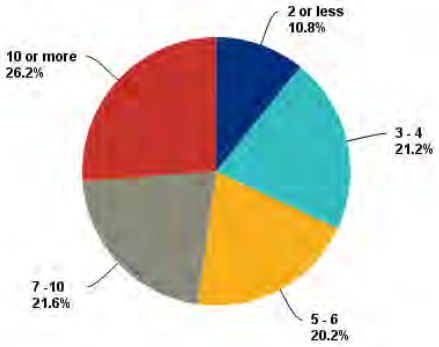
Relationship Status



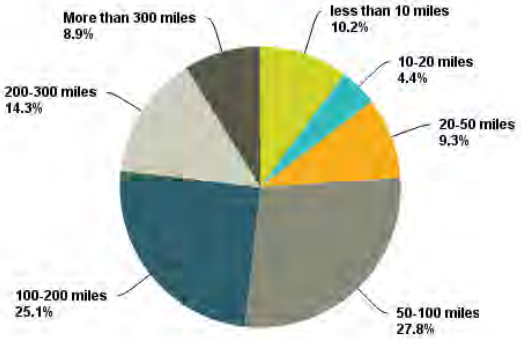
How People Heard About LJT's Texas Music Festival



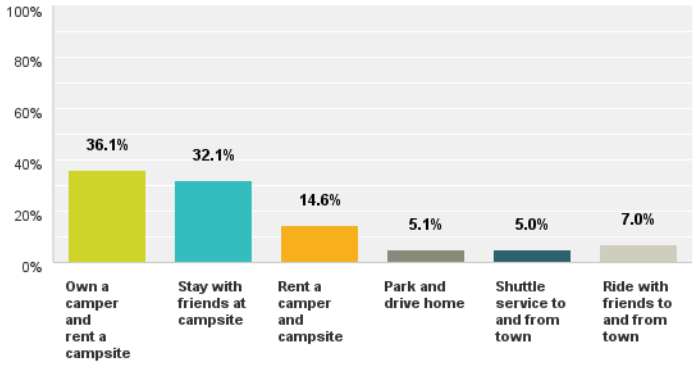
Size of Group Attending LJT's Texas Music Festival



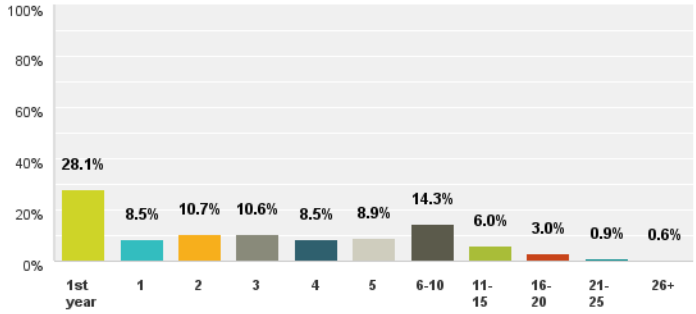
Travel Distance to LJT's Texas Music Festival

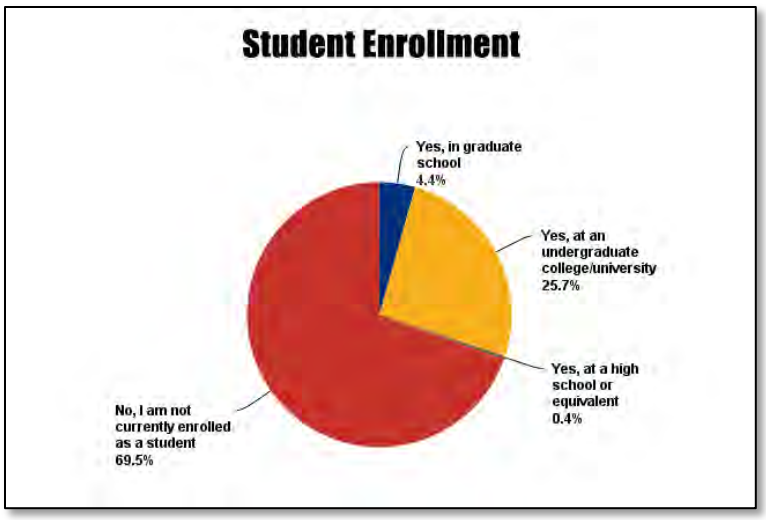


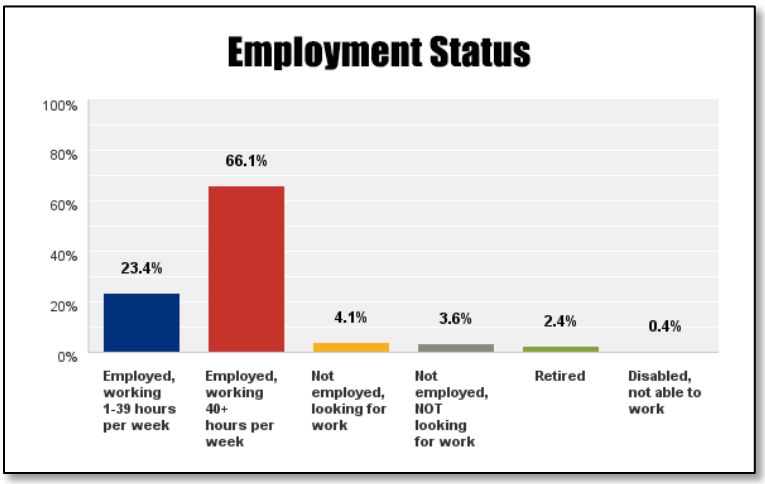
Where do you stay during LJT's Texas Music Festival

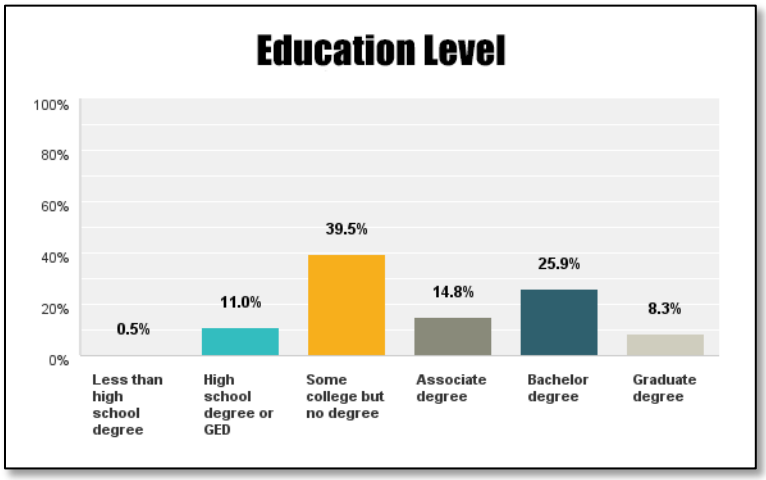


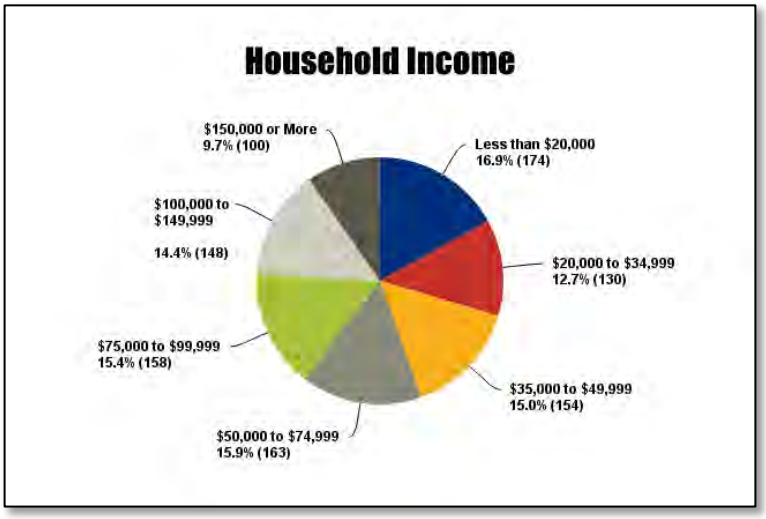
Number of Years Attending LJT's Texas Music Festival











Questions and Contact information should be directed to:

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Stephenville, TX 76401
Office: (254) 968-8505
Web page: www.ljtfest.com
E-mail: office@larryjoetaylor.com

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