



**SPONSORSHIP
DECK**



SPICE UP YOUR INVESTMENT PORTFOLIO

MAY 5, 2024
MUSIC & FOOD FEST

TACOS AND TEQUILA FEST IS AN EXCITING AND DYNAMIC EVENT THAT TAKES PLACE AT THE ROUGH RIDERS STADIUM IN FRISCO, TEXAS. WITH A CAPACITY OF 12,000, THE FESTIVAL ANTICIPATES 9000+ TICKETS SALES.

THIS ANNUAL EVENT TARGETS A MAINSTREAM DEMOGRAPHIC AND FEATURES ARTISTS WITH MASS APPEAL, MAKING IT A PRIME OPPORTUNITY FOR COMMUNITY ENGAGEMENT AND BRAND EXPOSURE.



LINEUP & ATTRACTIONS



2 CHAINZ



JUVENILE



DJ SKRIBBLE



TRAVIS PORTER



LUCHA XTREME WRESTLING



& MORE

PAST EVENT SUCCESS

TACOS & TEQUILA FEST

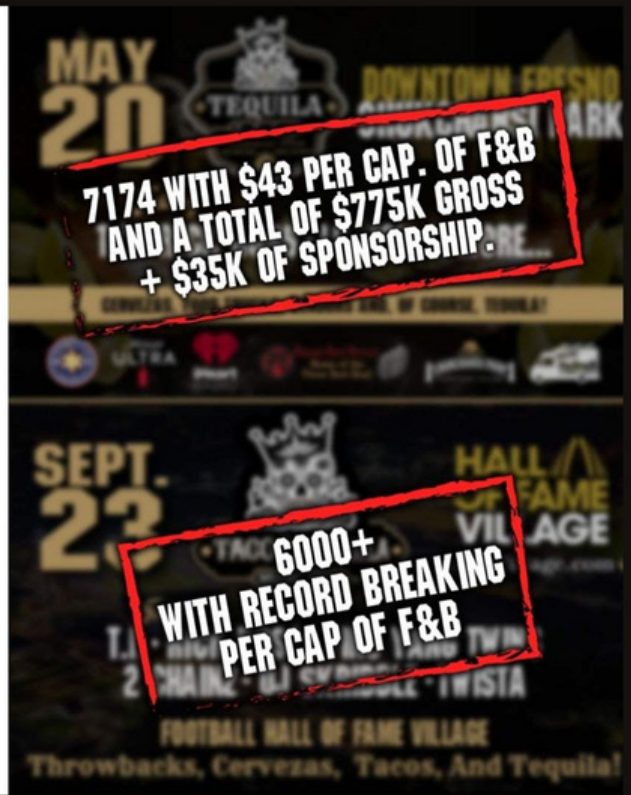


- Ticket price: \$75 GA / \$150 VIP
- F&B spend: \$35-\$50 (per cap average)
- Target capacity - 8,000 - 12,000 depending on the size of the market
- Target demo: Mainstream 30-40 y.o. female
- Genre: Mainstream Hip Hop, R&B, Pop
- Playlist: [Tacos & Tequila Fest \(Spotify\)](#)

Recent sales:

May 20 Fresno: **\$800k+ GROSS / 7174 tickets sold**
+ **\$43 per cap** of F&B and **\$35k in sponsorships**
(Rick Ross, T.I. Lil Jon).

Sep 23 Canton: **6000+ tickets sold** with record
breaking per cap F&B (Rick Ross, T.I., 2 Chainz)



THROWBACKS • CERVEZAS • TACOS • TEQUILA

TI - RICK ROSS - 2 CHAINZ YING YANG TWINS - TWISTA - DJ SKRIBBLE

FEATURING A VARIETY
OF BRANDS FROM:



SATURDAY, SEPTEMBER 23

TOM BENSON HALL OF FAME STADIUM | CANTON, OHIO

AND SPECIALTY MENUS FROM:



SCORE TICKETS AT

hofvillage.com

TAPPING INTO TEXAS' FAST-GROWING ETHNIC FOOD & BEVERAGE SCENE

50%



of the growth in the US Food and Beverage industry between 2005 and 2020 is attributed to the Hispanic Market valued at **\$21 BILLION** during that time.

- **THE LATIN F&B INDUSTRY IS ONE OF THE FASTEST-GROWING CUISINES AND HAS THE STRONGEST BUYER DEMOGRAPHICS IN THE US.**
- **ACCORDING TO MCKINSEY & COMPANY, THE HISPANIC MARKET REPRESENTS \$1.9 TRILLION IN BUYING POWER, WITH AN INCREASE OF 87% OVER THE LAST DECADE. THIS SURGE IN BUYING POWER IS NOT JUST SIGNIFICANT IN SIZE, BUT IT IS ALSO GROWING RAPIDLY. FROM 2010 TO 2020, HISPANICS' REAL CONSUMPTION GREW MORE THAN THREE TIMES FASTER THAN THAT OF NON-HISPANIC CONSUMERS. THIS IS A TREND THAT BUSINESSES CANNOT AFFORD TO IGNORE.**
- **THE FOOD AND BEVERAGE INDUSTRY HAS BEEN PARTICULARLY IMPACTED BY THIS GROWTH. IN FACT, 50% OF THE GROWTH IN THE US FOOD AND BEVERAGE INDUSTRY BETWEEN 2005 AND 2020 IS ATTRIBUTED TO THE HISPANIC MARKET, VALUED AT \$21 BILLION DURING THAT TIME. LATIN FOOD HAS NOW BECOME THE 3RD MOST POPULAR CUISINE IN THE UNITED STATES, JUST AFTER AMERICAN AND ITALIAN CUISINES.**

FUN FACTS ABOUT FRISCO

- **35 MILES/25 MINUTES FROM DFW INTERNATIONAL AND DALLAS LOVE FIELD AIRPORTS**
- **THE CITY OFFERS MORE DIRECT NONSTOP FLIGHTS THAN ANY OTHER U.S. DESTINATION.**
- **EVERY MAJOR CITY IN THE CONTINENTAL UNITED STATES CAN BE ACCESSED WITHIN FOUR HOURS**
- **THERE ARE NEARLY 1,900 FLIGHTS FROM TWO MAJOR AIRPORTS: - 1,750 DAILY FLIGHTS FROM DFW INTERNATIONAL - 138 DAILY FLIGHTS FROM DALLAS LOVE FIELD.**
- **FRISCO IS THE HEADQUARTERS FOR 7 PROFESSIONAL SPORTS TEAMS AND 4 SPORTS VENUES: COMERICA CENTER / RIDERS FIELD TOYOTA STADIUM /THE FORD CENTER**
- **6.09 MILLION ANNUAL VISITORS TO FRISCO CURRENT POPULATION ESTIMATE: 215,488**
- **3,752 TOTAL HOTEL ROOMS**
- **RANKED THE 5TH SAFEST CITY IN AMERICA**
- **EDUCATED WORKFORCE - OVER 60% OF OUR POPULATION, 25 YEARS OR OLDER, HAVE A BACHELOR'S DEGREE OR HIGHER LEVEL OF EDUCATION.**

MARKET ANALYSIS

THERE IS A STRONG DEMAND FOR DIVERSE ENTERTAINMENT IN THE DALLAS/FORT WORTH AREA THE CITY IS ALREADY EXPERIENCING A RESTAURANT SALES LEAKAGE OF MORE THAN \$40 MILLION ANNUALLY. AND THE AREA WITHIN A 15-MINUTE DRIVE TIME FROM DOWNTOWN FRISCO IS LOSING APPROXIMATELY \$100 MILLION. DOWNTOWN FRISCO, INCLUDING THE DESIGN DISTRICT, SHOULD THEREFORE BE ABLE TO COMFORTABLY SUPPORT EIGHT TO 10 NEW RESTAURANTS (ASSUMING THE DOWNTOWN CAN CAPTURE 15 PERCENT OF THE CITY'S CURRENT SALES LEAKAGE AND THAT EACH RESTAURANT AVERAGES A MINIMUM OF \$500,000- \$600,000 IN GROSS SALES ANNUALLY). NEW DOWNTOWN RESTAURANTS SHOULD OFFER A WIDER VARIETY OF CUISINE CHOICES THAN IS CURRENTLY AVAILABLE AND SHOULD INCORPORATE A RANGE.

A VENUE LIKE NO OTHER



FIELD SEATING
SECTIONS 107-117

HOME PLATE SEATING
SECTIONS 109-118

INFIELD SEATING
SECTIONS 105-108, 119-122

BULLPEN SEATING
SECTIONS 101-104, 123-126

RIDERS FIELD IS THE HOME BALLPARK OF THE FRISCO ROUGHRIDERS CLASS AA MINOR LEAGUE BASEBALL CLUB. LOCATED IN FRISCO, TEXAS, THE STADIUM HAS A CAPACITY OF 10,316.

WITH A BEVY OF UNIQUE FEATURES AND AMENITIES, RIDERS FIELD IS WIDELY RECOGNIZED AS ONE OF THE BEST BALLPARKS IN MINOR LEAGUE BASEBALL.

AS A RESULT OF ALL THE RECENT UPGRADES, THE TOP 10 CROWDS IN TEAM HISTORY HAVE COME SINCE THE START OF THE 2015 SEASON, INCLUDING A FRANCHISE-RECORD 12,067 FANS ON DUDE PERFECT NIGHT JULY 20, 2018.

FURTHERMORE, THE ARCHITECTURE OF RIDERS FIELD IS UNLIKE THAT OF ANY OTHER BASEBALL STADIUM IN THE COUNTRY, INCLUDING 26 LUXURY SUITES SPREAD THROUGHOUT THE BALLPARK AND BULLPENS NESTLED INSIDE THE SEATING BOWL.

MEET THE TEAM

Leading the wave in national concert & Special event Promotions



Lucas Michael Payne



Jason Williams

LUCAS MICHAEL PAYNE

lucas@lucasmichaelpayne.com

773-431-3780

LUCAS MICHAEL PAYNE IS AN ESTABLISHED NAME IN THE SPHERE OF CONCERT AND SPECIAL EVENT PROMOTIONS, REVERED NATIONWIDE FOR HIS IMPECCABLE TASTE IN TALENT, HIS INNOVATIVE APPROACH TO EVENT ORGANIZATION, AND HIS DEEP COMMITMENT TO COMMUNITY INVOLVEMENT. LUCAS' CAREER BEGAN IN THE HEART OF CHICAGO IN EARLY 2001. AMIDST THE CITY'S VIBRANT MUSIC SCENE, HE HONED HIS CRAFT AND BUILT AN IMPRESSIVE REPUTATION AS A TRUSTED PARTNER TO BOTH EMERGING TALENTS AND ESTABLISHED ARTISTS. HE HAS SINCE TAKEN HIS EXPERTISE TO A NATIONAL LEVEL, WORKING IN CITIES ACROSS THE COUNTRY AND BRINGING THE MAGIC OF LIVE PERFORMANCE TO DIVERSE AUDIENCES.

JASON WILLIAMS

jwilldevelop@gmail.com

773-454-0721

AS A PIONEER IN THE ENTERTAINMENT INDUSTRY, JASON WILLIAMS HAS BEEN THE CURATOR OF SOME OF THE MOST POPULAR CONCERTS AND PARTIES IN THE CHICAGOLAND AREA SINCE 2001. HIS ABILITY TO NETWORK AND TAILOR EVENTS TO A WIDE DEMOGRAPHIC HAS MADE HIM A LEADER IN THE ENTERTAINMENT COMMUNITY IN BOTH CHICAGO AND NATIONWIDE. JASON HAS HOSTED CONCERTS AND EVENTS FOR VARIOUS ENGAGEMENTS SUCH AS NBA ALLSTAR WEEKEND, NEW YEARS EVE, AND THE SUPER BOWL.

PRODUCTION COMPANY:

JASON WILLIAMS AND LUCAS PAYNE DBA "J&L EVENTS"

5 COWBOYS WAY SUITE 300 FRISCO TEXAS 75034

FUEL THE FIESTA WITH SPONSORSHIP.

THE TACOS & TEQUILA FESTIVAL IS FRISCO'S HOTTEST EVENT, AND WE'RE SEEKING PARTNERS TO HELP US MAKE IT SIZZLE! JOIN US AS A SPONSOR AND TAP INTO A VIBRANT AUDIENCE OF FOOD AND BEVERAGE ENTHUSIASTS, MUSIC LOVERS, AND FUN-SEEKERS.

HERE'S HOW YOU CAN BE PART OF THE FIESTA:

- PRESENTING SPONSOR,
PLATNUM, GOLD, SILVER
AND BRONZE LEVELS
- OFFICIAL TEQUILA
SPONSOR & OFFICIAL
BEER SPONSOR
- COMMUNITY
PARTNERSHIP LEVELS



PRESENTING SPONSOR

PRESENTING/TITLE SPONSOR

(\$100,000)

"PRESENTED BY"

**BE THE FACE OF THE FESTIVAL! YOUR COMPANY
NAME AND LOGO WILL BE FEATURED ON:**

- **ALL TICKETS**
- **RADIO AND TV ADS**
- **WEBSITE AND SOCIAL MEDIA ADS**
- **DIGITAL BOARDS ON SITE AND IN DFW**
- **ONSITE ACTIVATIONS**
- **LOGO ON PRINT MATERIALS AND POSTERS**

VIP TREATMENT:

- **1 EXCLUSIVE SUITE SEATING 20 PEOPLE, 40
GA TICKETS**
- **PRIORITY ACCESS TO ALL FESTIVAL
AMENITIES.**

BRAND EXPOSURE BEYOND COMPARE:

- **LEVERAGE THE FESTIVAL'S EXTENSIVE
MARKETING CAMPAIGN TO REACH THOUSANDS
OF POTENTIAL CUSTOMERS.**
- **CREATE LASTING ASSOCIATIONS WITH A FUN
AND ENGAGING EVENT.**

PLATINUM SPONSOR

PLATINUM SPONSOR (\$75,000)

LOGO WILL BE FEATURED ON:

- RADIO AND TV ADS
- WEBSITE AND SOCIAL MEDIA ADS
- DIGITAL BOARDS ON SITE AND IN DFW
- ONSITE ACTIVATION
- PRINT MATERIALS
- LAZY RIVER BAR AND EXPERIENCE

VIP TREATMENT:

- 1 EXCLUSIVE SUITE, SEATING 20 PEOPLE,
20 GA TICKETS
- PRIORITY ACCESS TO ALL FESTIVAL
AMENITIES.

BRAND EXPOSURE BEYOND COMPARE:

- LEVERAGE THE FESTIVAL'S EXTENSIVE
MARKETING CAMPAIGN TO REACH
THOUSANDS OF POTENTIAL CUSTOMERS.
- CREATE LASTING ASSOCIATIONS WITH A
FUN AND ENGAGING EVENT.

GOLD SPONSOR

GOLD SPONSOR (\$50,000)

LOGO WILL BE FEATURED ON:

- **RADIO AND TV ADS**
- **WEBSITE AND SOCIAL MEDIA ADS**
- **DIGITAL BOARDS ON SITE AND IN DFW**
- **ONSITE ACTIVATION**
- **PRINT MATERIALS**

VIP TREATMENT:

- **1 EXCLUSIVE VIP SUITE, SEATING 20 PEOPLE, 10 GA TICKETS**
- **PRIORITY ACCESS TO ALL FESTIVAL AMENITIES.**

BRAND EXPOSURE BEYOND COMPARE:

- **LEVERAGE THE FESTIVAL'S EXTENSIVE MARKETING CAMPAIGN TO REACH THOUSANDS OF POTENTIAL CUSTOMERS.**
- **CREATE LASTING ASSOCIATIONS WITH A FUN AND ENGAGING EVENT.**

OFFICIAL TEQUILA SPONSOR

OFFICIAL TEQUILA SPONSOR

(\$25,000)

RAISE THE BAR ON BRAND AWARENESS:

- YOUR BRAND WILL BE PROMINENTLY FEATURED ON ALL RADIO, TV, WEB, SOCIAL MEDIA, AND PRINT ADVERTISING.

TEQUILA TIME:

- HOST YOUR OWN PREMIUM TASTING BAR OR ACTIVATE YOUR BRAND IN A UNIQUE WAY.

VIP ACCESS:

- 20 VIP PASSES
- 10X10 ACTIVATION SPACE

TEQUILA TASTING SPONSOR

TASTING SPONSOR (\$2500)

**MUST PROVIDE 10-20 CASES FOR TASTING
AREA**

MUST PROVIDE STAFF FOR TASTING AREA

RAISE THE BAR ON BRAND AWARENESS:

- **YOUR BRAND WILL BE PROMINENTLY
FEATURED ON , WEB, SOCIAL MEDIA,
AND PRINT ADVERTISING.**

TEQUILA TIME:

- **HOST IN TASTING BAR FOR VIPS**

VIP ACCESS:

- **10 VIP PASSES**
- **10X10 ACTIVATION SPACE**

OFFICIAL BEER SPONSOR

OFFICIAL BEER SPONSOR

(\$25,000)

CHILL OUT WITH PRIME PLACEMENT:

- **GET YOUR BRAND NOTICED ON ALL RADIO, TV, WEB, SOCIAL MEDIA, AND PRINT ADVERTISING.**

BREW-TIFUL OPPORTUNITY:

- **HOST YOUR OWN PREMIUM BEER BAR OR ACTIVATE YOUR BRAND IN A WAY THAT MAKES YOU FOAM AT THE MOUTH.**

VIP TREATMENT:

- **20 VIP PASSES**
- **10X10 ACTIVATION**

COMMUNITY SPONSOR

SILVER SPONSOR

- \$20,000 LOGO PLACEMENT ON DIGITAL AND EVENT POSTERS
- DEDICATED PRESS RELEASE + 60 SECOND COMMERCIAL ON DIGITAL BOARDS
- 2 PA READS WITH LOGO RECOGNITION ON VIDEO BOARD
- 1 SUITE, 20 VIP TICKETS, 20 GA TICKETS
- 1 10X10 SPACE

BRONZE SPONSOR

- \$10,000 LOGO PLACEMENT ON DIGITAL AND EVENT POSTERS
- DEDICATED PRESS RELEASE, PROMINENT PLACEMENT OF LOGO THROUGHOUT VENUE
- 1 SUITE, 20 VIP TICKETS, 10 GA TICKETS
- 1 10X10 SPACE

SUITE + 10X10

- \$6000 LOGO PLACEMENT ON DIGITAL AND EVENT POSTERS
- 20 VIP TICKETS WITH A PRIVATE SUITE
- 1 10X10 SPACE, 4 GA TICKETS

FOOD VENDOR

- \$750 FOOD TRUCK, FOOD TRAILER OR 10X10 SPACE
- 4 GA TICKETS

NON FOOD VENDOR

- \$250 10X10 SPACE
- 2 GA TICKETS



JOIN US &
FUEL THE FIESTA

THANK YOU, AND WE LOOK FORWARD TO WORKING WITH YOU.

SEE YOU SOON!

PRODUCTION COMPANY:

JASON WILLIAMS AND LUCAS PAYNE DBA "J&L EVENTS"
5 COWBOYS WAY SUITE 300 FRISCO TEXAS 75034

Contact Lucas Michael Payne 773-431-3780 lucas@lucasmichaelpayne.com
Jason Williams 773-454-0721 jwilldevelop@gmail.com