



TEXAS CITY-LA MARQUE  
CHAMBER OF COMMERCE

LA  MARQUE  
GATEWAY TO THE GULF

*Present...*



at Mac McGaffey Highland  
Bayou Park  
in Beautiful La Marque,  
Texas

**Y'all Come!!!**



Integrating our Louisiana and Texas roots by bringing communities together, our mission is helping families battling pediatric illnesses through the BTR Caring for Kids endowment in partnership with the University of Texas Medical Branch and Galveston County area veterans and their families.

**The 2026 BTR Cajun Throwdown at Bayou Fest** is BTR CFK's trademarked, signature event! Our all-you-can-eat crawfish cook-off is boiled by 40+ teams. Louisiana cuisine night has been attended by people from Canada to Germany and all points in between. This is always a great family fun event! Previous headliners have included Whiskey Myers, Blackberry Smoke, Shenandoah, Gary Allan, Uncle Lucius, Frank Foster, Wayne Toups & Keith Frank.



## OUR EVENT

We strive to boost the economy by giving back to the local communities while having a place where families and friends can gather. The Galveston Bay Area is home each Spring to our **The BTR Cajun Throwdown at Bayou Fest** featuring Crawfish Cook-Off, Cajun Cuisine and awesome concerts. Our BTR Caring FORE Kids, “Monday After the Masters”, celebrity golf tournament follows soon after. We host our annual “Battle on the Bayou” Gumbo & Chili Cook-off each Fall on or around Veterans’ Day Weekend.

## ATTENDANCE

BTR 2023 hosted over 11,000 people at events! We sold tickets in over 200 cities across the United States and Canada. Our farthest-travelled visitors joined us from Hamburg, Germany, and Wasilla, Alaska.

## BENEFICIARIES

Our Throwdown benefits our own BTR Caring for Kids Foundation which has benefited our University of Texas Medical Branch at Galveston (UTMB) BTR Caring for Kids Endowment; Reigning Potential, Distinct Abilities; Hitchcock, Texas ISD student causes; Hurricane Beryl area relief efforts; and local veterans causes.

## VISITORS

The overall average age range of surveyed visitors was 26-42 years; ticket-buyers, 31-50.

- ❖ Festival visitors were asked about their level of satisfaction with the festival experience. Generally, festivalgoers were very satisfied, measured by their mean (average) responses based on a five-point scale where 1 is totally dissatisfied and 5 is totally satisfied. Overall, the score was very high; the lowest score was even between somewhat and totally satisfied:
  - ❖ The highest satisfaction ratings regarded the organization/layout of the festival, and the quality of the food vendors, both with mean scores of 4.8 out of 5. o Visitors were also satisfied with the ease of purchasing tickets, the friendliness and helpfulness of staff, the festival atmosphere, and activities for children, all with a very high mean score of 4.9 out of 5. However, an average score of 2.6 out of five was recorded briefly on the morning of April 29 primarily due to ticketing delays as our opening was delayed due to storm cleanup.
  - ❖ The next highest satisfaction level was for the crawfish eating and Louisiana culinary experience and the quality of the musical performers/bands, both with mean scores of 4.8 out of 5.
- ❖ Overall, BTR was an outstanding success for visitors, recording an extremely high mean score of 9 out of a possible 10. Obviously, the festival met the expectations of the guests.



## The 2026 BTR Cajun Throwdown at Bayou Fest

Mac McGaffey Highland Bayou Park

1991 Getty Road, La Marque, Texas 77568



## Schedule of Events

**Friday, April 10 – Saturday, April 11, 2026:**

**World Championship** Crawfish Cook-Off; BBQ Cook-off; All-You-Can-Eat Crawfish; World Championship Bloody Mary Contest; Outdoor Concert; and, our Louisiana Cuisine Pavilion.

## Target audience

Ours is a family-friendly series of events celebrating the cultural, ethnic, racial, and age diversity of the region we love.

## Improvements

- Expanded RV accommodation
- Expanded social media area at events
- Inclusion of more artisans and craftsman
- Designated event spaces for our non-profit partners



# THE BTR CAJUN THROWDOWN AT BAYOU FEST ... ÇA C'EST BON!!!

## 2026 SPONSORSHIP LEVELS

### BON TEMPS ROULER PRESENTING SPONSOR - \$50,000

- ❖ 2 BTR CFK Golf teams (8 golfers)
- ❖ BTR CFK Golf Celebrity Pick (2)
- ❖ 75 Sponsor tickets with 40 parking passes
- ❖ 50 General Admission tickets for cook-off
- ❖ Digital Marquees on Stage
- ❖ 4 Banners and Logos at Entrance & throughout park (must provide vectored logos/banners)
- ❖ All printed media (Headlining) Digital Marquees
- ❖ Digital logo placement on Webpage and Social Media (over 12k followers)
- ❖ Exclusive Title of Presenting Sponsor with designated naming privileges
- ❖ Autographed Guitar
- ❖ Presenting logo on exclusive swag bags to be handed out in sponsor area.
- ❖ 5 All Access Passes
- ❖ Greenroom access (artist discretion)

### CAJUN THROWDOWN SPONSOR - \$25,000

- ❖ 1 BTR CFK Golf teams (4 Golfers)
- ❖ BTR CFK Golf Celebrity Pick (1)
- ❖ 30 Sponsor tickets with 15 parking passes
- ❖ Autographed Guitar
- ❖ Swag Item
- ❖ Throw Swag (stage)
- ❖ 25 General Admission Tickets for cook-off
- ❖ Digital Marquees on Stage
- ❖ 3 Banners and Logos at Entrance & throughout park (must provide vectored logos/banners)
- ❖ All printed media
- ❖ Digital logo placement on Webpage and Social Media (over 12k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.
- ❖ Designated Naming privileges

### ZYDECO KOOZIE SPONSOR - \$15,000

- ❖ *1,000 Exclusive Koozie Sponsor* with only your logo and BTR Logo!
- ❖ 10 Sponsor tickets with 5 parking passes
- ❖ 15 General Admission Tickets for cook-off
- ❖ Digital Marquees on Stage
- ❖ 2 Banners and Logos at Entrance & throughout park (must provide vectored logos/banners)
- ❖ Digital logo placement on Webpage and Social Media (over 12k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.
- ❖ Designated Naming Privileges

### PRALINE SPONSOR - \$10,000

- ❖ 1 BTR CFK Golf teams (4 Golfers)
- ❖ BTR CFK Golf Celebrity Pick (1)
- ❖ 10 Sponsor tickets with 5 parking passes
- ❖ 10 General Admission Tickets for Cook-off
- ❖ Digital Marquees on Stage
- ❖ 2 Banners/Signage at Entrance and throughout park (must provide vectored logos/banners)
- ❖ Digital logo placement on Webpage and Social Media (over 12k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.
- ❖ Designated Naming privileges

### JARDIN DU VIN SPONSOR -\$5,000

- ❖ *Our Exclusive Wine Garden Sponsorship* with your logo and ours at the garden gate!
- ❖ 1 Banner/Signage in Park (must provide vectored logo/banner)
- ❖ 4 Sponsor tickets with 2 parking passes
- ❖ 10 General Admission Tickets
- ❖ Digital logo placement on Webpage and Social Media (over 12k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.

## THE BTR CAJUN THROWDOWN AT BAYOU FEST ... ÇA C'EST BON!!!

# 2026 SPONSORSHIP LEVELS

### REAL TEXAN SPONSOR - \$4,000

- ❖ 1 Banner/Signage in Park (must provide vectored logo/banner)
- ❖ 3 Sponsor tickets with 2 parking passes
- ❖ 8 General Admission Tickets
- ❖ Digital logo placement on Webpage and Social Media (over 18k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.

### WAGYU SPONSOR - \$3,000

- ❖ 1 Banner/Signage in Park (must provide vectored logo/banner)
- ❖ 2 Sponsor tickets with 1 parking pass
- ❖ 6 General Admission Tickets
- ❖ Digital logo placement on Webpage and Social Media (over 18k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.

### PECAN SPONSOR - \$2,000

- ❖ 1 Banner/Signage in Park (must provide vectored logo/banner)
- ❖ 2 Sponsor tickets with 1 parking pass
- ❖ 4 General Admission Tickets
- ❖ Digital logo placement on Webpage and Social Media (over 18k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.

### BURNT ENDS SPONSOR - \$1,000

- ❖ 1 Banner/Signage in Park (must provide vectored logo/banner)
- ❖ 2 Sponsor tickets with 1 parking pass
- ❖ Digital logo placement on Webpage and Social Media (over 18k followers)
- ❖ Opportunity to put promo items/marketing materials in Sponsor tent.

**TERMS & CONDITIONS:** In consideration of entry into and participation in the activities associated with the **BTR Caring for Kids (BTRCFK)** and in recognition of the risk of injury while participating in **FOUNDATION** activities and as consideration for the right to participate in the activities, I hereby for myself, my heirs, executors, administrators, assigns, or personal representatives knowingly and voluntarily enter into this **WAIVER and RELEASE OF LIABILITY** and hereby **WAIVE** any and all rights, claims, or causes of action of any kind whatsoever arising out of my participation and do hereby **RELEASE** and forever discharge **BTRCFK** and their affiliates, managers, members, agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns, the event site and its agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns, and all sponsors and/or beneficiaries of the **FOUNDATION** from any and all liability, claims, demands, damages, actions or causes of action of every kind and character now existing or which herein after may arise as a result of my participation regardless of cause or whether any injury is caused by the sole, joint, comparative, or concurrent negligence or gross negligence or fault of **BTRCFK**, the negligence or fault of myself or third parties, the conditions of the event site or any other cause. Further and for the consideration here in described, I agree to **INDEMNIFY and HOLD HARMLESS BTRCFK** against any and all claims, demands, damages, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought to me or anyone on my behalf, including attorney's fees, if litigation arises on account of claims made by me or anyone on my behalf caused by negligence, gross negligence, negligence perse, strict liability and/or liability under the Deceptive Trade Practices Act or other fault regardless of cause or whether caused by the sole, joint, comparative, or concurrent negligence, gross negligence or fault of the **BTRCFK**, my own fault or the fault of third parties, the conditions of the event site or any other cause. To **INDEMNIFY** means to assume the liability in a situation, thereby relieving the other party of responsibility. I recognize that various photographs, video recordings and/or other media will be taken during **BTRCFK's** activities. I agree to grant **BTRCFK** full permission to use any photographs, video recordings, or other media of **BTRCFK** activities that contain my likeness for the purpose of promoting **BTRCFK or its SPONSORS** in any manner deemed appropriate by **BTRCFK**. I further agree to **RELEASE and INDEMNIFY BTRCFK** for any claims of NEGLIGENCE, GROSS NEGLIGENCE, NEGLIGENCE PERSE, STRICT LIABILITY or LIABILITY under the DECEPTIVE TRADE PRACTICES ACT or other fault for claims made that relate to any usage of photographs and/or interviews, including but not limited to damages, losses, costs of defense, attorney's fees and whether caused by the sole, joint, comparative or concurrent negligence, gross negligence or fault of **BTRCFK** or myself or third parties, the conditions of the event site or any other cause. Every team must comply with all pertinent laws and ordinances, including, but not limited to, Texas Alcoholic Beverage Code and any additional rules of **BTRCFK**. Failure to comply with laws, ordinances, and rules will result in immediate expulsion from the cook-off and forfeiture of future invitations.



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**SPONSORSHIP FORM**

Thank you for sponsoring  
**DA 2026 BTR Cajun Throwdown at Bayou Fest** –  
The Bay Area’s Premier Crawfish & Bar-be-cue Cook-off  
brought to you by BTR Caring for Kids, a 501c3 Charitable Foundation,  
the Texas City – La Marque Chamber of Commerce, Sponsors,  
and Partners.

*Proceeds benefit the BTR Caring for Kids’ Foundation which supports our  
UTMB Endowment for Pediatric Illness & other local Charities including  
partners and fellow members of the  
Texas City-La Marque Chamber of Commerce.*

Business Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

**Please check the Sponsorship Level you’ve chosen.**

**BON TEMPS ROULER** – \$50,000 \_\_\_\_\_

**CAJUN THROWDOWN** - \$25,000 \_\_\_\_\_

**ZYDECO KOOZIE** - \$15,000 \_\_\_\_\_ (ONLY 1 AVAILABLE)

**PRALINE** - \$10,000 \_\_\_\_\_

**Jardin Du Vin Sponsor** - \$5,000 \_\_\_\_\_

**Please Send Sponsor Logo (JPG, PNG, PSD, AI format) to  
BTR CFK Social Media contact, Michelle Clynych: [michellebtrvip@gmail.com](mailto:michellebtrvip@gmail.com)**

**Payment Inquiries & Sponsorship Questions to Daniel Guidry:  
[tinybtrcfk@gmail.com](mailto:tinybtrcfk@gmail.com)**

**Please submit sponsor enrollment forms and confirmation for invoicing to:**

**BTR Caring for Kids; [414 Forest Village Circle, La Marque, TX 77568](http://414 Forest Village Circle, La Marque, TX 77568) or  
[stephaniebtrcfk@gmail.com](mailto:stephaniebtrcfk@gmail.com)**



# Our Team

At BTR Caring for Kids and the Texas City-La Marque Chamber of Commerce

- we believe in giving 110%. Our all-volunteer staff is here to serve you year-round as we celebrate the best of the vibrant cultures of Louisiana and Southeast Texas. We look forward to having you on board for another successful year!



# Thank You!

## **Sponsorships:**

Jessica Butler Banis, 409-256-6360;  
Jay Garcia, 281-229-0863

[SponsorsBTRCFK@gmail.com](mailto:SponsorsBTRCFK@gmail.com)

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Tim Culp  
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(409) 935-1408; [tim@tclmchamber.com](mailto:tim@tclmchamber.com)

## **Event Location:**

Mac McGaffey Highland Bayou Park  
1991 Getty Road  
La Marque, Texas 77568

Mailing Address:  
BTR Caring for Kids  
414 Forest Village Circle  
La Marque, TX 77568  
<https://www.btrcfk.org>;  
<https://www.tclmchamber.com>

