



Become a Sponsor of the Central Texas BBQ Roundup (CTBR)

The businesses that step forward are the ones our community remembers.

The Central Texas BBQ Roundup is a large-scale community gathering designed to strengthen our community by bringing together elite BBQ pitmasters, live music, car culture, family activities, and animal adoptions in direct support of Central Texas youth, emergency services, and animal services. This event exists to invest in the people, organizations, and causes that make our community strong.

Sponsoring the Central Texas BBQ Roundup positions your organization as a visible community leader, aligning your brand with meaningful local impact while providing high-value exposure to thousands of attendees, partners, and regional media in the same community where you live, work, and do business.

In front of 15,000 attendees.

Sponsorship Opportunities

Each sponsorship tier is designed to deliver clear, measurable value, with higher levels providing greater visibility, recognition, and leadership presence in our community.

Texas Hill Country Sponsor | \$1,000

The heart of Texas beats in its communities.

A simple and meaningful way to support the mission.

- Logo placement on website and select sponsor materials
- Social media recognition
- 1 VIP swag bag



The Pecos Trail | \$2,500

Honoring the pioneers who built Texas.

Ideal for small businesses seeking community alignment and recognition.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use
 - One 20-second sponsor highlight video
 - Concise brand story with logo animation and CTBR alignment
 - Optimized for social media, website placement, and event stage light screen
- Logo recognition on event signage, website, and printed materials
- Program listing and social media recognition
- 2 VIP passes with private lounge access
- 2 VIP swag bags

The Big Bend | \$5,000

Where BBQ meets the wild spirit of Texas.

A high-value entry point for regional businesses.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use
 - One 30-second sponsor highlight video
 - Expanded space for brand messaging and visual storytelling
 - Optimized for social media advertising and pre-roll placement
- Branding at event entry points and on-site maps
- Business card-sized program advertisement
- Logo placement on website and select signage
- 4 VIP passes with private lounge access
- Access to sponsor-only networking areas

The San Jacinto | \$10,000

The battle that secured Texas independence.

An excellent mid-level sponsorship offering strong recognition and guest experience.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use
 - One 45-second sponsor spotlight video
 - Includes light storytelling with a community impact message
 - Optimized for digital campaigns and on-site feature screens
- Branding at competition and tasting zones
- Quarter-page advertisement in the official program
- Logo placement on event signage and website
- 8 VIP passes with private lounge access
- 3 VIP swag bags

Why Sponsor CTBR

- Brand Visibility: Direct exposure to thousands of attendees and online followers
- Community Leadership: Demonstrate visible commitment to Central Texas causes
- Positive Public Relations: Align your brand with charity, culture, and community impact
- Relationship Building: Engage with other business leaders, civic partners, and supporters

Join Us in Building a Stronger Central Texas

By partnering with the Central Texas BBQ Roundup, your organization becomes part of a movement that blends celebration, community, and charitable impact. Together, we create an event that leaves a lasting impression long after the last fire goes out.

For sponsorship details, visit www.ctbr.net.

Thank you,
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