



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

The Central Texas BBQ Roundup (CTBR) is a one-of-a-kind festival that brings together the best BBQ restaurants, local pitmasters, entertainers, and families for a cause that truly matters. Your sponsorship of this event helps support local charities while placing your business in the spotlight as a committed community builder. This is more than an event, it's a movement.

Sponsorship Opportunities

We offer several unique sponsorship tiers that reflect the bold Texas spirit and provide impactful visibility for your business:

The Alamo – \$50,000 or \$4,166.60/month

"Remember the Alamo!" Our most prestigious tier includes:

- Naming rights: 'CTBR presented by [Your Company]'
- Prominent logo placement on all event materials
- Full-page event program ad
- Recognition during opening ceremony
- Extensive digital/media exposure
- 20 VIP passes, 30 event tickets, 10 VIP gift bags
- Opportunity for a keynote speech

The Chisholm Trail – \$25,000 or \$2,083.30/month

"Blazing the trail of Texas history!"

- Premium branding throughout competition zones
- Half-page program ad
- 10 VIP passes, 15 tickets, 5 VIP gift bags
- Logo on t-shirts and apparel

The San Jacinto – \$10,000 or \$833.30/month

"The battle that won Texas its independence!"

- Branding at competition and tasting zones
- Quarter-page program ad
- 6 VIP passes, 10 tickets, 3 VIP gift bags

The Big Bend Ranch – \$5,000 or \$416.60/month



"Where BBQ meets the wild spirit of Texas!"

- Branding at entry gates and maps
- Business card-sized ad, 3 VIP passes, 7 tickets
- Access to sponsor-only networking areas

The Pecos Trail – \$2,500 or \$208.30/month

"Honoring the pioneers who built Texas!"

- Recognition on signage, website, materials
- Mention in program and social media
- 5 tickets, 1 VIP gift bag

The Lone Star Sponsor – \$1,000 or \$83.30/month

"The heart of Texas beats in its communities."

- Logo on website and select materials
- 3 tickets, 1 VIP gift bag, social media mention

Texas BBQ Defender Membership – \$19.99/month

- Featured on the BBQ Defender Wall of Honor
- Monthly pitmaster recipes & exclusive content
- 3 general admission tickets, social media shoutout

Benefits of Sponsorship

Aligning with CTBR offers numerous advantages:

- **Enhanced Brand Visibility:** Your brand will be showcased to a diverse audience, increasing recognition and customer loyalty.
- **Positive Public Relations:** Demonstrate corporate social responsibility by supporting community initiatives, enhancing your company's reputation.
- **Community Engagement:** Connect with the local community, showing your dedication to making a positive impact.

Promotional and Marketing Program

To maximize your sponsorship benefits, we have developed a comprehensive promotional strategy:

- **Social Media Campaigns:** Regular posts highlighting your company's support, reaching our extensive follower base.



- Email Newsletters: Features in our newsletters sent to subscribers, showcasing your involvement.
- Event Signage: Prominent display of your logo on banners, posters, and digital screens during the event.
- Press Releases: Inclusion in media releases distributed to local and regional outlets, amplifying your reach.

Join Us in Building a Stronger Community

By partnering with CTBR, your company becomes an integral part of a movement dedicated to BBQ excellence, community celebration, and charitable giving. Together, we can create lasting positive change.

For more information on sponsorship opportunities, please visit our website at www.ctbr.net or contact us at info@ctbr.net.