

TEXAS HILL COUNTRY SPONSOR | \$1,000

The Heart of Texas Communities.

 Website Logo  Social Media Shoutout 

THE PECOS TRAIL | \$2,500

Honoring the Pioneers.

 Custom Video  Event Recognition  2 VIP Passes

THE BIG BEND | \$5,000

BBQ & Adventure Awaits.

 Expanded Video  Prime Branding  4 VIP Tickets

THE SAN JACINTO | \$10,000

Secure Texas Independence.

 Spotlight Video  Prime Placement  8 VIP Passes  Lounge Access

Become A Sponsor

• CTBR.net •



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

The Central Texas BBQ Roundup is a premier community festival uniting elite BBQ pitmasters, restaurants, live entertainment, car culture, and families in support of meaningful Central Texas charities. CTBR is not simply an event. It is a high-visibility platform for businesses that want to lead, give back, and be recognized for doing so.

Sponsorship of CTBR positions your organization as a community champion while delivering measurable brand exposure to thousands of attendees, partners, and media outlets across Central Texas.

Sponsorship Opportunities

Each sponsorship tier is intentionally structured to reflect its level of investment, visibility, and influence.

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 screens
- 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

The Chisholm Trail | \$25,000

Blazing the trail of Texas history.

Designed for brands seeking strong presence and engagement without full naming rights.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use



- One 60-second sponsor brand video
- Clear narrative highlighting business identity, values, and community impact
- Optimized for social media, website landing pages, and internal communications
- 10x10 vendor space in a high-traffic competition or tasting area
- Premium branding throughout BBQ competition zones
- Half-page program advertisement
- Logo placement on official event apparel
- 12 VIP passes with private lounge access
- 5 VIP swag bags
- Inclusion in sponsor-focused digital promotions

The Alamo | \$50,000

A symbol of strength, legacy, and leadership.

This tier provides high-impact visibility and meaningful audience engagement.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use
 - Two 60-second professional sponsor videos, or one 90-second flagship brand film with a 30-second cutdown
 - Enables deeper storytelling, executive voice, and visual depth
 - Designed for sustained digital and brand marketing campaigns
- Prime 20x10 vendor or activation space near the main event zones
- Prominent logo placement across event signage, stage displays, website, and digital promotions
- Half-page advertisement in the official event program
- On-stage recognition during opening ceremonies
- Expanded digital and social media exposure before and after the event
- 16 VIP passes with private lounge access
- 10 VIP swag bags
- Opportunity to address attendees during a scheduled program segment



The Texas Lonestar | \$100,000

The pride of Texas. The name behind the flame.

As the exclusive Naming Rights sponsor, this tier delivers maximum exposure, authority, and legacy positioning.

- Custom, professionally produced sponsor video package designed for social, digital, and on-site event use
 - Three professionally produced 30-second commercial-quality videos
 - One 60-second brand film focused on community leadership and impact
 - Total delivered content: 150 seconds across four assets
- Exclusive event naming rights: “Central Texas BBQ Roundup presented by [Your Company]”
- Premier 20x20 vendor or activation space in the highest traffic area
- Dominant logo placement on the main stage header and all major event signage
- Top-tier logo placement across all banners, merchandise, digital media, website, and printed materials
- Full-page, priority placement advertisement in the official event program
- Verbal recognition during opening ceremony, awards presentations, and headline moments
- Comprehensive digital and media exposure including press releases, interviews, social campaigns, and video features
- 25 VIP passes with private lounge access
- 15 premium VIP swag bags featuring sponsor-branded merchandise
- Opportunity to deliver a keynote or featured address during the main event program

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



Integrated Promotional Program

Every sponsor benefits from a coordinated marketing and exposure strategy:

- Social media campaigns highlighting sponsors before and after the event
- Email newsletter features sent to engaged subscribers
- On-site signage including banners, maps, and digital displays
- Inclusion in press releases distributed to local and regional media outlets

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 or contact us at george@ctbr.net.