

texas★
marching
classic

Investment Opportunities

**TEXAS MARCHING CLASSIC
SPONSORSHIP PROGRAM**

OCTOBER 14, 2023

KELLY REEVES ATHLETIC COMPLEX

ROUND ROCK, TX

Presenting Sponsor

\$10,000 Investment (exclusive)

At this sponsorship level there will be no doubt before, during, and after the event that your name is synonymous with the [Texas Marching Classic](#) (TMC). Your community support of these bands, hundreds of music educators, tens of thousands of parents and supporters through an in-person and live streaming audience, and most importantly, our thousands of young leaders, will be unmistakable. The TMC brand reputation is built on service, experience and success - you will be aligning your company with a proven player on the Texas marching band stage. Many of the benefits at this level can be customized to meet your market needs and profile.

Unique Benefits

- TMC re-titled as "Texas Marching Classic Presented by <your company name>"
- Your company logo on the official TMC patches sold at the contest (logo due by 9/1/23)
- Company name & logo on exclusive 10' x 6' Banner displayed on the 50 yard line facing the home side at TMC
- Special sponsor-recorded video message*** of up to 90 seconds played during breaks (minimum 4 times) throughout the contest day, plus website placement and social media shares.
- On field company representative with 1 minute message introducing awards presentations at both Prelims and Finals (2 minutes speaking in total). Assist in distribution of TMC awards to band leaders.

Standard Benefits

- Full Page Ad in TMC digital program (due by 9/15/23)
- Recognition in TMC digital program sponsor thank you ad page
- Table placed in prominent foot traffic location at TMC to distribute samples/demo display and marketing materials at TMC Event*
- Company name announced and logo displayed periodically throughout the day of TMC on Jumbotron. Minimum of 15 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 7 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will prominently display this sponsors' logo and message.
- Sponsor company name and logo featured prominently on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 8 Complimentary tickets to TMC competition

Spectator Experience

\$7,500 Investment (2 opportunities)

There is no greater reward as a family member of one of our student performers than seeing the feeling of accomplishment on your child's face as they play that last note for the judges at the end of a show-stopping performance. Student supporters over the last many months have attended practices, applied sunscreen and prepared late night meals to support these young leaders on their journey to music excellence. Sponsors will receive premium placement throughout areas with high traffic and visibility throughout the entire event.

Unique Benefits

- Company Name or Logo placement** on attendee wrist band (@8,000 attendees - prelims and finals)
- Logo placement in conjunction with Parking support entry for all attendees and bands
- Golf Cart signs (4 carts total)

Standard Benefits

- Company name & logo prominently displayed on 10' x 6' TMC sponsor banner on the 40 yard line facing the home side at TMC
- Half Page Ad in TMC digital program (due by 9/15/23)
- Recognition in TMC digital program sponsor thank you ad page
- Marketing table opportunity to distribute samples/demo display and marketing materials at TMC Event*. Location to be determined by event staff.
- Company name announced and logo displayed periodically throughout the day of TMC on Jumbotron. Minimum of 6 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 6 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos frequently throughout the contest.
- Sponsor company name and logo will be featured in a premiere location on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 4 Complimentary tickets to TMC competition

Musician's Champion

\$5,000 Investment (3 opportunities)

The Musician's Champion celebrates the blood, sweat and tears invested by our incredible student performers. Memories are made during these contests that will last a lifetime. Sponsors will be featured in areas where students are spending the last few moments before and after their on-field performances.

Unique Benefits

- Logo placement on (4) Water Monsters located at band entry/exit gates
- Performer encouragement message signage at (4) Warm-Up Areas with company logos
- Thank you signage in instrument repair area

Standard Benefits

- Company name & logo on 10' x 6' TMC sponsor banner on the 40 yard line facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and logo displayed throughout the day of TMC on Jumbotron. Minimum of 4 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 2 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 2 Complimentary tickets to TMC competition

Music Educator Supporter

\$3,500 Investment (4 opportunities)

Sponsors at this level recognize the dedication of the band directors and music educator staff who pour heart and soul into the accomplishments of their students throughout the year. Sponsors will be featured in key areas where our directors and judges gather throughout the day.

Unique Benefits

- Logo placement on signage in Judges area located in Press Box
- Thank you signage at Judges Clinic held on October 9th
- Thank you signage in Driver's Lounge

Standard Benefits

- Company name & logo on 10' x 6' TMC sponsor banner on the 40 yard line facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and logo displayed throughout the day of TMC on Jumbotron. Minimum of 2 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 1 mention during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 1 Complimentary ticket to TMC competition

Volunteer's Cheerleader

\$2,000 Investment (5 opportunities)

Sponsors at this level help show recognition and appreciation for the 200+ parent, student and community volunteers who work tirelessly throughout the day and for many months before TMC to ensure the success of our participating bands and thousands of attendees. Sponsors will be featured in key areas frequented by volunteers throughout the long day to remind them of your community support.

Unique Benefits

- Logo placement on signage at Volunteer Check-In Area and in volunteer lounge

Standard Benefits

- Company name listed on 10' x 6' TMC sponsor banner on the 40-yard line facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced throughout the day. Jumbotron sponsor visuals will display these sponsor text names throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'

Community Fan

\$1,000 Investment (6 opportunities)

Benefits

- Company name listed on 10' x 6' TMC sponsor banner on the 40 yard line facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and text name displayed throughout the day of TMC on Jumbotron. Jumbotron sponsor visuals will display these sponsor text names throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). “New Sponsor” announcement posts with sign on agreement.
- Inclusion in ‘Thanks to our Sponsors’ listing with logo in ‘Know Before You Go’ email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director’s & Judges Packets ‘Thanks to Our Sponsors’

* (Sponsor will provide your own table, chairs, canopy, marketing materials, hand outs, signage, etc)

** Imprint area of wristbands determined by manufacturer will determine logo or text availability for this opportunity

*** Sponsor video message will be provided by sponsor and must be approved by event organizers by September 22, 2023

+ Logo must be a single image

For more information contact **Shirley Robinson**,
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