

texas★  
marching  
classic

# Event Overview

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## **TEXAS MARCHING CLASSIC SPONSORSHIP PROGRAM**

OCTOBER 14, 2023

KELLY REEVES ATHLETIC COMPLEX

ROUND ROCK, TX

**Texas Marching Classic** (TMC) is a premiere marching contest on the Texas marching band stage. In Texas, everything is bigger and better, including our focus on exceptional marching and high performance. TMC brings top Texas bands (15-20) and attracts judges from around the country anxious to see which bands are leading the rankings going into the UIL State level competitions that take place in November. This mid-season one-day contest features both Preliminary and Finals rounds and is held at Kelly Reeves Athletic Complex in north central Austin. This competition is widely known across the state and is a highly sought-after venue for showcasing the top bands in the state.

TMC is proudly hosted by the Cedar Ridge Raider Band (CRHS) from Round Rock which placed 3rd in the UIL State Marching Contest in 2022. The event is organized by band leadership and experienced parent volunteers and is CRHS Band's flagship fundraising event each year.

Attendees are encouraged to stay onsite throughout the day with robust concessions offerings in multiple locations around the stadium, commemorative event merchandise sales, instrument repair services, provision for health and wellness services and a clean and safe stadium experience.

Parking is complimentary to attendees, one of the few shows in the state to still offer this benefit.

## **AUDIENCE**

In its 11th year, TMC attracts an audience of approximately 10,000 in-person throughout the day and is also live streamed for for a nationwide audience on FloMarching. FloMarching is a subsidiary of FloSports, the innovator in live event streaming.

20+ high school bands come from the Austin-metropolitan area, San Antonio, Laredo, Central Texas and Houston areas.

In addition to parents and family members of student performers, TMC attracts the awareness and support of the local community and civic leaders, Round Rock ISD and many area businesses.

Before, during and after the event TMC interacts digitally with audiences on Facebook, Twitter and Instagram. Additionally, the event will be live blogged the day of.

# MARKETING ASSETS DESCRIPTION

- Two 10' x 6' banners will be hung from the field-level railings facing the 'home' side where attendees are seated to view performances. One banner features the Presenting Sponsor, the second banner will feature all of sponsor levels in a tiered format according to the level selected.
- JumboTron - The jumbotron will play videos and recognition graphics during every break between performances and during timed breaks (10:45, 3 p.m., 9 p.m. as well as the Lunch and upon gates reopening).
- Announcer - Live announcers will provide commentary and sponsor recognition during breaks between bands and all other breaks.
- Awards presentations take place on the field.
- Demo/Marketing booths will be placed around the inside of the stadium for premium foot traffic - specific locations to be determined by event organizers.
- Every attendee is required to wear a wristband for event access and re-entry
- Every volunteer is required to wear a name badge
- There are 5 golf carts used to transport supplies throughout the day
- There are various lounges (Judges, Bus Drivers, Volunteers) inside the stadium
- (4) Water Monsters are 125 gallon hydration systems placed near student performer areas
- Instrument repair station is a tented support area provided by a local instrument repair shop located inside the stadium.
- Judges Clinic is a separate event that takes place October 9th for participating band directors and TMC judges.

## SAMPLE EVENT SCHEDULE - OCTOBER 14, 2023

*(all times are subject to change)*

8:30 a.m. Opening Announcements

9:15 a.m. Bands 1 - 6 perform

10:45 a.m. Break

11:00 a.m. Bands 7 - 12 perform

12:30 p.m. Lunch Break

1:30 p.m. Bands 13 - 18 perform

3:00 p.m. Break

3:15 p.m. Bands 19 - 24 + Exhibition perform

5:00 p.m. Prelims Awards Ceremony

5:30 p.m. Dinner Break, Stadium is cleared to prepare for Finals

6:45 p.m. Gates Reopen

7:10 p.m. National Anthem/Announcements

7:30 p.m. Exhibition Band performance

7:45 p.m. Finalist Bands 1 - 5 perform

9:00 p.m. Break

9:15 p.m. Finalist Bands 6 - 10 perform

10:45 p.m. Finals Awards Ceremony

For more information contact **Shirley Robinson**,  
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