



Event Sponsorship

2025

**81st Annual
Floresville Peanut Festival**

OCTOBER 7TH – 11TH

*BEAUTIFUL HISTORIC DOWNTOWN
FLORESVILLE, TEXAS*



P.O. Box 81
FLORESVILLE, TX 78114



Dear Prospective Sponsorship Partner:

The **Floresville Peanut Festival** is steeped in tradition and epitomizes grand celebration in an idyllic small-town setting. Since 1938, the city of Floresville has celebrated farming and harvesting the local peanut crop and its importance to our community. The **Floresville Peanut Festival** is considered one of the first of its kind in the state and one of the oldest community festivals related to peanut production.

Held annually on the 2nd full weekend in October, several events kick off the festivities during the week leading up to the big weekend. **Goober Games** on Tuesday offers a fun-filled afternoon for younger children to enjoy games, prizes, food, and more. Thursday night features the **Coronation of Queen Tunaep and King Reboog of the Court of Texas Enchantment**. This is an evening of beauty and fantasy, complete with the unveiling of elaborate royal gowns, trains, and robes. In addition, the “bigger and better” **Carnival** kicks off on Thursday evening - always popular with the younger crowd!

The downtown streets of Floresville are decorated with fresh hanging peanut plants and serve as the backdrop for a weekend of celebrating our heritage, reuniting with friends and family, welcoming new guests, and having lots of fun. Friday and Saturday activities include:

- Friday afternoon's **Kiddie Parade** gives little ones a chance to show off their decorated floats, bikes, or wagons in this adorable kid-sized parade. Friday evening continues with an arts and crafts show, food booths, carnival rides, and a **free Outdoor Concert and Street Dance** featuring popular live bands.
- Saturday morning's **Grand Parade** is one of the largest of its type in South Texas. Festival-goers enjoy a wide array of **Daytime Entertainment** designed to offer something for everyone - arts and crafts, exhibits, dancing, performances, petting zoo, carnival, delicious food, and much more! Saturday night concludes with a fabulous **free Outdoor Concert and Street Dance** featuring numerous popular live bands. Dance the night away or stroll around enjoying the unique ambience of the **Floresville Peanut Festival**!

Your sponsorship is much needed to ensure that the Floresville Peanut Festival Association can continue offering an admission-free festival in our picturesque downtown setting. Please join us as we create and promote one of the best and largest free festivals in the State of Texas. **The Association is an all-volunteer, non-profit organization.** Every year, its members work hundreds of hours to organize and host the Festival, holding numerous fundraising events to cover operational expenses and fund up to ten scholarships for high school seniors annually. To keep up with rising costs while continually enhancing the services and entertainment offered, we need your support.

Please make a commitment today to join our list of sponsors at a level that fits your budget and help us make the 81st annual Floresville Peanut Festival an event to remember! We're proud of our growth year over year, always striving to provide a wider selection of fun activities and popular entertainment for an estimated total attendance of 20,000-30,000. We appreciate the collaborative effort it takes to make this festival a success and we're grateful for our community support, business partners, sponsors, board members, and volunteers.

We invite you to join us on October 7-11, 2025, in beautiful downtown Floresville. For more information on sponsorship levels and how our sponsors are recognized and promoted, see the attached Sponsorship Opportunities page. Please contact me to discuss at 210-313-0926 or email betty@fandwelectrical.com.

Sincerely,

Betty Freasier

**Past President and Sponsorship Committee Chairperson
Floresville Peanut Festival Association**

P.O. Box 81
FLORESVILLE, TX 78114

Floresville Peanut Festival Sponsorship Opportunities

PREMIER SPONSOR \$20,000+

- **Opportunity to be recognized as sponsor of one or more Saturday Night Bands or a venue**
- Name/logo featured on Radio/TV spots, Billboard, Website, Social Media, and Event Posters
- Featured in Coronation slide show and Program
- Individual banner display at Festival with numerous promotional announcements from the Main Stage
- Free Commercial Space for your Company's Display

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Yes, I will be a PREMIER level sponsor for \$20,000+

DIAMOND SPONSOR \$10,000+

- **Opportunity to be recognized as Sponsor of one or more Friday Night Bands or a venue.**
- Name/logo featured on Radio/TV spots, Billboard, Website, Social Media, and Event Posters
- Logo on Coronation slide show/program
- Individual banner display at Festival with promotional announcements from the Main Stage
- Free Commercial Space for your Company's display

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Yes, I will be a DIAMOND level sponsor for \$10,000+

PLATINUM SPONSOR \$5,000+

- **Opportunity to be recognized as Sponsor of Venue or Entertainment Events**
- Featured on Website and Social Media
- Logo on Coronation slide show/program
- Banner display at Festival, and promotional announcements from the Main Stage

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Yes, I will be a PLATINUM level sponsor for \$5,000+

GOLD SPONSOR \$2,500+

- **Opportunity to be recognized as Sponsor of Venue, other Festival activities, or Publications**
- Featured on Website and Social Media
- Banner display at Festival and Sign at sponsored event

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Yes, I will be a GOLD level sponsor for \$2,500+

SILVER SPONSOR \$1,000+

- **Opportunity to sponsor a Goober Games event.**
- Featured on Website and Social Media
- Banner display at the Festival and sign at sponsored event

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Yes, I will be a SILVER level sponsor for \$1,000+

BRONZE SPONSOR \$500.00+

- Promoted on Website and Social Media

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Yes, I will be a BRONZE level sponsor for \$500+

BUSINESS FRIEND OF THE FESTIVAL \$100+ (NEW!)

- **Your business promoted on Website and Social Media, Display Sign for Business, Business Card Sized Ad in Coronation Program**

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Yes, I will be a BUSINESS FRIEND level sponsor for \$100+

FRIEND OF THE FESTIVAL \$100+

- Recognized on Website and Social Media

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Yes, I will be a FRIEND level sponsor for \$100+

WE APPRECIATE YOUR PARTNERSHIP. To be recognized as the sponsor of a band, entertainer, venue, event/service, or to discuss a customized recognition opportunity, please contact Sponsorship Committee Chairperson, Betty Freasier, at 210-313-0926 to discuss your preferences and available options*. In-kind donations of goods or services are welcome and recognized based on retail value.

*NOTE: SOME ASPECTS OF SPONSOR RECOGNITION MAY BE AFFECTED BY PRODUCTION/PUBLICATION DEADLINES OR LIMITED BY ENTERTAINMENT CONTRACTS.

PLEASE COMPLETE CREDIT CARD INFORMATION OR MAKE CHECK PAYABLE AND MAIL WITH THIS PAGE TO:

FLORESVILLE PEANUT FESTIVAL ASSOCIATION

Attn: Sponsorship Committee

P.O. Box 81

Floresville, Texas 78114

SPONSOR INFORMATION:

Business Name: _____

Primary Contact: _____

Address _____

Phone: _____

Email: _____

We will contact you to discuss donor recognition, obtain business logo/hyperlink, discuss publication deadlines, etc.

Amount Paid: _____ Check Number: _____

Credit Card Number: _____

Card Type: _____ Billing Zip Code: _____

Expires: _____ Security Code (CVV): _____

Name on Card: _____

Signature: _____

SPECIAL INSTRUCTIONS: _____

IF MAILING, PLEASE INCLUDE PAGES 3 & 4 WITH YOUR CONTRIBUTION.

NOTE: THE FLORESVILLE PEANUT FESTIVAL ASSOCIATION IS A NON-PROFIT 501C4 ORGANIZATION. PLEASE CONSULT YOUR ACCOUNTANT ON TAX DEDUCTIBILITY OF DONATIONS.

NOTE: DONATION AMOUNTS OF \$5,000 AND UP MAY BE SPLIT INTO SEVERAL SMALLER PAYMENTS, WITH FINAL PAYMENT MADE BY OCTOBER 1. PLEASE LET US KNOW IF YOU WOULD LIKE TO DISCUSS THIS OPPORTUNITY.

2025 SPONSORSHIP OPPORTUNITIES CURRENTLY AVAILABLE

FUNDRAISERS:

- **Past Royalty Event** – Venue, Meal, Silent Auction items, Decorations - (\$100-\$1000) Several available.
- **Festival Raffle** - Festival Raffle items (\$250+) - Multiple available.

CORONATION:

- Coronation Rehearsal Dinner (\$2500) – One available.
- Coronation Sound and Light (\$2500 - \$5,000) – Multiple available.
- Coronation Night Light Meal – (\$500 or in-kind donation of meal) – One available.
- Program (\$100-\$750) - Numerous Program Ads available ranging from business card size to full page -

GOOBER GAMES:

- Rides and Entertainment (\$500-\$1000) – Several available with onsite sponsor signage.

FESTIVAL:

- Festival Operations - Cleaning Crew, Port-a-Potties, and Electrical Services (\$5000 – Platinum Level) – Several available with sponsor recognition onsite and social media recognition.
- Beer Garden Venue (\$5000 -Platinum Level) - One available for 3 year commitment with sponsor branding/signage on tent venue and referenced in schedule and promotional advertising.
- Peanut Patch Venue (\$5000 - Platinum Level) – Two available with sponsor branding on site and in schedule and promotional advertising.
- Radio Advertising (\$1500 - \$5000) - Several available.
- Daytime Entertainment and Bands (\$500-\$2500) - Multiple available.
- Hospitality for Nighttime Bands – Food and Drinks (\$500-\$1000) - Several available.
- Battle of the Brittle Contest Prizes (\$500) - One available.
- Parade Prizes (\$500) - One available.
- Wooden Picnic Tables for Food Courts (\$225 each) - Many tables are needed.
- Business Friend of Peanut Festival Sponsorship (\$100+) – Multiple available.

THE FLORESVILLE PEANUT FESTIVAL ASSOCIATION IS A NON-PROFIT ORGANIZATION WITH APPROXIMATELY 75 UNPAID VOLUNTEERS THAT ORGANIZE AND RUN THE FESTIVAL EVERY YEAR. WE NEED THE SUPPORT OF LOCAL BUSINESSES AND INDIVIDUALS TO CONTINUE ENHANCING OUR SERVICES TO MEET THE NEEDS OF THE COMMUNITY AND ITS GUESTS DURING THE FESTIVAL.

DONATIONS IN ANY AMOUNT ARE WELCOME, AS ARE IN-KIND DONATIONS OF GOODS AND SERVICES!

PLEASE CALL OR TEXT BETTY FREASIER AT 210-313-0926 TO DISCUSS OR EMAIL

LETSGONUTSFLORESVILLE@GMAIL.COM. WE WOULD BE GLAD TO DISCUSS CUSTOMIZING YOUR SPONSORSHIP REGOGNITION BASED ON YOUR PREFERENCES.