



**Event Sponsorship**

**2026**

**82nd Annual**

**Floresville Peanut Festival**

**OCTOBER 6th – 10th**

**BEAUTIFUL HISTORIC DOWNTOWN  
FLORESVILLE, TEXAS**



P.O. Box 81  
FLORESVILLE, TX 78114



**Dear Prospective Sponsorship Partner:**

We are excited to invite you to be part of the **Floresville Peanut Festival**, a time-honored tradition that embodies the spirit of celebration in our charming small-town setting. Since 1938, Floresville has proudly celebrated its rich agricultural heritage and the significance of the local peanut crop to our community. The Floresville Peanut Festival is recognized as one of the first of its kind in Texas and stands among the oldest community festivals dedicated to peanut production. Scheduled for the **second full weekend in October**, our festival kicks off with a week of exciting events leading to the marvelous weekend celebration. The downtown streets of Floresville will be adorned with freshly hung peanut plants, setting the stage for a weekend filled with heritage, camaraderie, and joy. **Key highlights include:**

**Goober Games** provide a fun-filled Tuesday evening for younger attendees, featuring games, prizes, and delicious food. The enchanting **Coronation of Queen Tunaep and King Reboog of the Court of Confectionary Creations** is a magnificent Thursday evening event showcasing elaborate royal gowns and regalia. Additionally, our **exciting new Carnival** opens on Thursday evening, sure to delight our younger guests. On Friday, the **Kiddie Parade** allows little ones to showcase their decorated floats, bikes, and wagons. Friday night continues with an arts and crafts show, vendor and food booths, carnival rides, and a **free Outdoor Concert and Street Dance**. On Saturday morning, the **Grand Parade**, one of the largest in South Texas, offers festival-goers a vibrant display of community spirit, with daytime activities that include arts and crafts, vendor exhibits, dance performances, a petting zoo, and a wide variety of delicious food and free entertainment. The festivities culminate in a fantastic **free Outdoor Concert and Street Dance**, providing attendees the chance to dance the night away and enjoy the lively ambiance of the Floresville Peanut Festival.

**Your sponsorship is crucial to ensuring that the Floresville Peanut Festival Association can continue providing this beloved festival free of charge in our picturesque downtown** The Association is an all-volunteer nonprofit organization, and our members dedicate countless hours to planning and implementing the festival, organizing multiple fundraising events to support operational costs and offer scholarships to local high school seniors. As we face rising costs and seek to enhance our offerings, your support is invaluable. We invite you to commit today at a sponsorship level that aligns with your budget, helping us make the 82nd annual Floresville Peanut Festival an unforgettable event. We proudly anticipate attendance of 25,000+ guests each year and continually work to expand our selection of engaging activities and entertainment.

We appreciate the collaborative effort it takes to make this festival a success and are deeply grateful for the support from the County and City, our community, business partners, sponsors, board members, and volunteers. Join us from October 6-10, 2026, in beautiful downtown Floresville. For more details on sponsorship levels and the recognition and promotion of our sponsors, please see the attached Sponsorship Opportunities page. **Feel free to text or call (210) 313-0926 or email [LETSGONUTSFLORESVILLE@GMAIL.COM](mailto:LETSGONUTSFLORESVILLE@GMAIL.COM) to discuss further.**

Thank you for considering this opportunity to support our community's heritage and celebration!

Warm regards,

*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 \$25,000+

- **Opportunity to be recognized as sponsor of one or more 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 stages
- Free Commercial Space for your Company's Display

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 venues.**
- 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 stages.
- Free Commercial Space for your Company's display (based on availability).

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

## PLATINUM SPONSOR \$5,000+

- **Opportunity to be recognized as Sponsor of a venue or entertainment event(s)**
- Featured on Website and Social Media
- Logo on Coronation slide show/program
- Banner display at Festival, and promotional announcements from the main stages

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

## GOLD SPONSOR \$2,500+

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

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

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

## BRONZE SPONSOR \$500.00+

- Promoted on Website and Social Media

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**

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

## FRIEND OF THE FESTIVAL \$100+

- Recognized on Website and Social Media

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.*

## **2026 SPONSORSHIP OPPORTUNITIES CURRENTLY AVAILABLE\***

*THE FLORESVILLE PEANUT FESTIVAL ASSOCIATION IS A NON-PROFIT ORGANIZATION WITH APPROXIMATELY 75 UNPAID VOLUNTEERS THAT ARE SOLELY RESPONSIBLE FOR ORGANIZING AND IMPLEMENTING 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. HERE ARE SOME OF THE MANY OPPORTUNITIES TO SPONSOR SPECIFIC EVENTS AND ACTIVITIES.*

### **FUNDRAISERS:**

- **Festival Raffles** - Festival Raffle items (\$200+) - Multiple available.
- **Silent Auction Items** – Many items, services, etc. needed for various events (\$50-\$100+)

### **CORONATION:**

- **Coronation Night Light Meal** – (\$500 or in-kind donation of meal) – One available.
- **Program Advertisements** (\$100-\$500) - Numerous Program Ads available ranging from business card size to full page. One program title sponsor available for \$750.

### **GOOBER GAMES:**

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

### **FESTIVAL:**

- **Peanut Patch Tents and Shadecloth** (\$5000) – Two available with sponsor branding on site, stage announcements, and promotional advertising.
- **Daytime Entertainment** (\$1000+) – Multiple available with opportunity to have promotional signage on site.
- **Hospitality for Nighttime Bands** – Food and Drinks (\$500-\$1000) - Several available with promotional signage on site.
- **Wooden Picnic Tables** for Food Courts (\$150 each) - Many tables needed - metal plates attached to recognize sponsors .
- **Business Friend of Peanut Festival Sponsorship** (\$100+) – Multiple available.

### **TELEVISION ADVERTISING:**

- **Television Promotional Opportunities** - Seeking sponsorship of commercials, talk show appearances, streaming services, livestreams, etc.

**\*This is a partial list of opportunities which changes frequently as sponsorship partners are renewed or added.**

***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](mailto:LETSGONUTSFLORESVILLE@GMAIL.COM). WE WOULD BE GLAD TO DISCUSS CUSTOMIZING YOUR SPONSORSHIP REGOGNITION BASED ON YOUR PREFERENCES.***