



# BECOME A SPONSOR

*Prepared by:*

Texas Renaissance Festival  
Marketing Department



# *BENEFITS OF SPONSORING TRF:*

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Being listed as an official sponsor on the Texas Renaissance Festival can provide several benefits. Here are some of the main advantages:

- **"An Official Sponsor":** there are opportunities to become an exclusive sponsor
- **Increased Online Presence:** The Texas Renaissance Festival website receives nearly 1 million visitors per year, who may view your logo, listing and potentially follow the link to your website.
- **Credibility:** Being associated with the Texas Renaissance Festival creates strong goodwill towards your brand, as our festival is the world's largest and most revered Renaissance event.
- **Targeted Marketing:** The festival attracts a diverse group of attendees, including families, history enthusiasts, and fans of fantasy and medieval culture.
- **Networking Opportunities:** Sponsoring the Texas Renaissance Festival can provide opportunities for networking with other sponsors and vendors, as well as with festival organizers and staff, leading to potential collaborations, partnerships, and new business opportunities.
- **Community Involvement:** By supporting a local event like the Texas Renaissance Festival, you can show your commitment to the community and increase your company's positive reputation among residents and visitors alike.



# *REACH BREAKDOWN*

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Souvenir Program Promos	50,000 Printed
Website Promos	1 Million/Year
Email Promos	280,000 Opted-In
Social Promos	350,000 Active Users
Word of Mouth	500,000 Event Goers

**Total**

**2.1 Million**





# PRINT ADVERTISING

Texas Renaissance Festival offers several advertising options in our yearly Souvenir Program.

- TRF can place a full to one-quarter page ad in the yearly Souvenir Program.
- TRF can include the Sponsor's logo on King's Sponsorship page (back page) of the 2023 Souvenir Program



OFFICIAL SPONSOR OF THE TEXAS RENAISSANCE FESTIVAL

# TOP DOG™

GREATER HOUSTON'S AUTHORITY ON FIREWORKS,  
HALLOWEEN COSTUMES AND DÉCOR!

**Don't Miss The Royal Fireworks Show Tonight!**  
All fireworks seen can be purchased at any TopDog Fireworks location!

**TOP DOG FIREWORKS**  
SAY IT WITH A BOOM!  
14 LOCATIONS OPEN DECEMBER 20TH - JANUARY 1ST

**HALLOWEEN Madness**  
TOP DOG SUPERSTORIES  
4 LOCATIONS OPEN SEPTEMBER 1ST - NOVEMBER 1ST

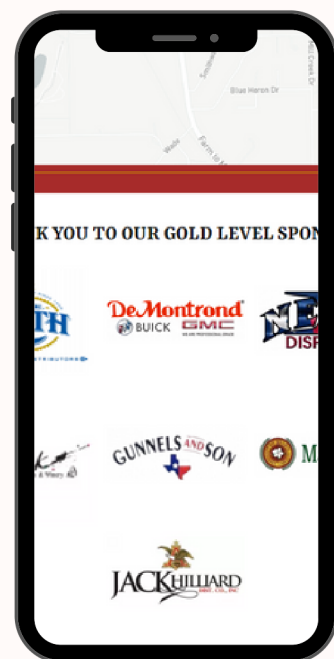
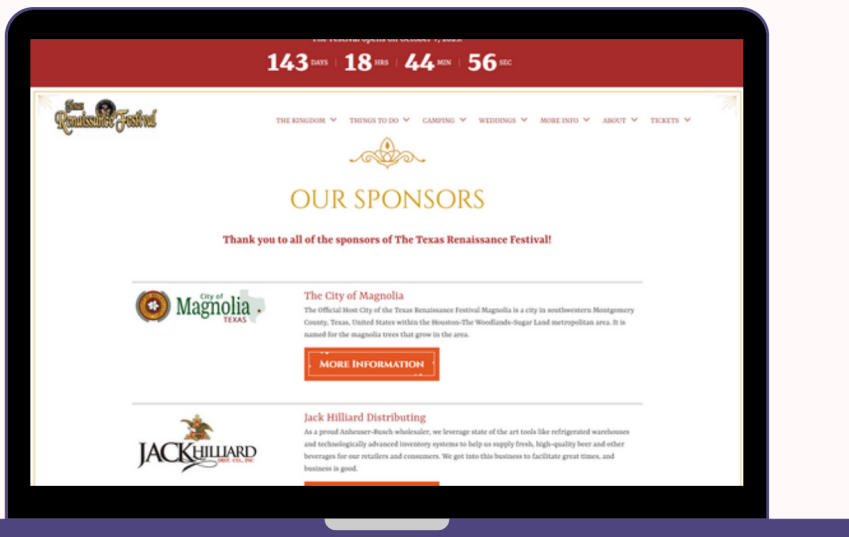
[www.TopDogFireworks.com](http://www.TopDogFireworks.com) [www.TopDogHalloweenMadness.com](http://www.TopDogHalloweenMadness.com)



# ONLINE ADVERTISING

The TRF website has an average of 45,000 visitors per month and is considered our main hub of customer information and content before and during the festival.

- For top sponsors, TRF can build a dedicated webpage promoting your business.
- TRF can add your company logo and description to our Sponsors page.
- TRF will include the Sponsor's logo on our global footer sponsor ribbon on the TRF website.

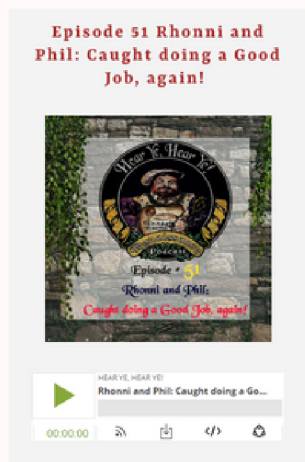


# WORD OF MOUTH

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Word of mouth marketing is the most cost-effective of the traditional advertising methods. With over 500,000 event goers each year, word-of-mouth advertising can end up being a very effective brand awareness channel for our sponsors.

- Event can announce Sponsor as the official sponsor of certain aspects of the festival.
- Sponsor can be featured on one of TRF's 2023 podcasts. For example, the podcast could follow along the "behind the scenes" process of set up through execution of the first night's fireworks show.



Our podcast "Here Ye! Here Ye!" Has over 20,000 regular listeners.

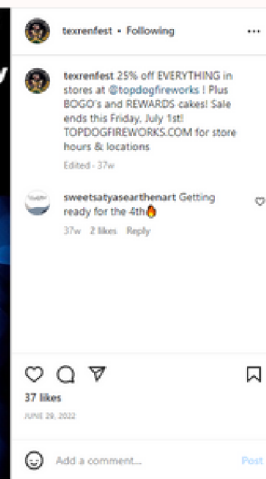




# SOCIAL ADVERTISING

TRF's social media channels are highly trafficked social properties, seeing well over 350,000 active users last year.

- TRF can promote our Sponsors via Facebook, Instagram, and Twitter (as applicable) and include the appropriate tagging.
- TRF can produce reels, memes, short-form videos as needed.
- In addition, TRF Marketing can provide Sponsor with "tear sheet", which reports all major media metrics in one consolidated report.





# BECOME A SPONSOR TODAY

**Contact:**

[marketing@texrenfest.com](mailto:marketing@texrenfest.com)

