

JUNE 25-28, 2026



LULING, TX • WATERMELON THUMP

**SPONSORSHIP  
OPPORTUNITIES**



March, 2026

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Dear Community Partner,

The 73<sup>rd</sup> Annual Watermelon Thump is right around the corner, and we would love for you to be part of making this year's celebration the best one yet! Each summer, the Watermelon Thump brings our community together to celebrate Luling's rich agricultural roots with a fun, authentic small-town festival experience. With our main stage entertainment already confirmed, excitement is building – be sure to check our Facebook page for lineup details and updates.

We invite you to support the 2026 Watermelon Thump as an official sponsor of the festivities, taking place June 25-28 in historic downtown Luling. By joining our valued group of sponsors, you play a vital role in boosting our local economy while showcasing your business to a wide and enthusiastic audience. Thanks to the dedication of our vendors, directors, volunteers, and sponsors, the Watermelon Thump proudly welcomes more than 30,000 attendees each year.

Sponsorship support is essential to the continued success of this beloved annual event. Enclosed in this packet, you'll find a variety of sponsorship levels, advertising opportunities, and incentives designed to provide meaningful visibility for your organization.

To secure your sponsorship, please select an event or opportunity of interest and submit your application by **April 30, 2026**. Sponsorships are limited and awarded on a first-come, first-served basis upon receipt of payment. If you have creative ideas or alternative ways to get involved, we would be happy to explore collaboration opportunities with you.

Thank you for your time and consideration. We hope you'll join us in supporting our community and helping make the 2026 Luling Watermelon Thump a memorable celebration for all.

Warm regards,

Board of Directors  
Luling Watermelon Thump Association

# SPONSORSHIP LEVELS

## ENTERTAINMENT & BEER GARDEN



	ENTERTAINMENT						BEER GARDEN	
	THURS	FRIDAY		SATURDAY		SUN	THURS-SUN	FRI-SUN
	MAIN STAGE	MAIN STAGE	BEER GARDEN	MAIN STAGE	BEER GARDEN	MAIN STAGE	MAIN BEER GARDEN	SIDE BEER GARDEN
MAX # OF SPONSORS	3	5	5	5	5	3	4	4
COST PER SPONSOR	\$2,000	\$5,000	\$3,000	\$5,000	\$3,000	\$2,000	\$7,500	\$5,000
BANNERS DISPLAYED AT EVENT	✓	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓	✓	✓	✓	✓	✓	✓	✓
LOGO ON SELECT PRINTED PROMOTIONAL MATERIALS	✓	✓	✓	✓	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO DISPLAY BRAND BEER SIGNS, BANNERS, POSTERS IN DESIGNATED BEER GARDEN AREA							✓	✓
Concert tickets for Friday	4	8	6	8	6	4	12	8
Concert tickets for Saturday	4	8	6	8	6	4	12	8
Gate Entry Buttons	4	8	6	8	6	4	12	8
Beer tokens*	8	16	12	16	12	8	24	16
Thump Koozie	4	8	6	8	6	4	12	8

\*21 & Up Only for redemption \*\*With Watermelon Thump Association approval prior to event



# SPONSORSHIP LEVELS

## SATURDAY & SUNDAY



	SATURDAY			SUNDAY			
	MELON EATING & LIVE MUSIC	CHAMPION MELON JUDGING & AUCTION	SEED SPITTING: WORLD CHAMPIONSHIP	CAR SHOW	LIL' GROWERS	SALUTE TO VETERANS	SEED SPITTING: ADULT TEAM
EVENTS							
MAX # OF SPONSORS	4	4	2	2	4	2	2
COST PER SPONSOR	\$1,250	\$1,250	\$1,250	\$3,000	\$750	\$750	\$750
BANNERS DISPLAYED AT EVENT	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE				✓			
NAME INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓	✓	✓		✓	✓	✓
LOGO ON SELECT PRINTED PROMOTIONAL MATERIALS				✓			
NAME ON SELECT PRINTED PROMOTIONAL MATERIALS	✓	✓	✓		✓	✓	✓
LOGO ON WEBSITE				✓			
NAME ON WEBSITE	✓	✓	✓		✓	✓	✓
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION DURING EVENT	✓	✓	✓	✓	✓	✓	✓
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**	✓	✓	✓	✓			
Concert tickets for Friday	2	2	2	6	2	2	2
Concert tickets for Saturday	2	2	2	6	2	2	2
Gate Entry Buttons	2	2	2	6	2	2	2
Beer tokens*	4	4	4	12			
Thump Koozie	2	2	2	6	2	2	2

# SPONSORSHIP LEVELS

## PRE-THUMP, OTHER, AND GATES



	OTHER					GATES		
	QUEEN CANDIDATE VOTING DAY	THE MARKET AT THUMP	KIDS ENTERTAINMENT	THE TENT	KOOZIES	BEER TOKENS	WELCOME GATES NORTH / SOUTH	WELCOME GATES EAST / WEST
EVENTS								
MAX # OF SPONSORS	2	4	2	2	1	1	1	1
COST PER SPONSOR	\$750	\$2,000	\$1,250	\$2,000	\$2,000	\$5,000	\$7,500	\$5,000
BANNERS DISPLAYED AT EVENT	✓	✓	✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE		✓		✓	✓	✓	✓	✓
NAME INCLUDED ON "THANK YOU BANNERS" AT WELCOME GATE	✓		✓					
LOGO ON SELECT PRINTED PROMOTIONAL MATERIALS						✓	✓	✓
NAME ON SELECT PRINTED PROMOTIONAL MATERIALS	✓	✓	✓					
LOGO ON WEBSITE		✓		✓	✓	✓	✓	✓
NAME ON WEBSITE	✓		✓					
RECOGNITION ON SOCIAL MEDIA	✓	✓	✓	✓	✓	✓	✓	✓
LOGO ON ONE SIDE OF BEER TOKENS						✓		
LOGO ON THUMP KOOZIES					✓			
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL ITEMS AT SPONSORED EVENT**		✓	✓				✓	✓
Concert tickets for Friday	2	4	2	2	4	8	12	8
Concert tickets for Saturday	2	4	2	2	4	8	12	8
Gate Entry Buttons	2	4	2	2	4	8	12	8
Beer Tokens*		8	4	4	8	16	24	16
Thump Koozie	2	4	2	2	4	8	12	8

# SPONSORSHIP AGREEMENT

PLEASE RETURN BY April 30, 2026



Please fill out the form below and return it to the Luling Watermelon Thump Association office.

**Luling Watermelon Thump Association**  
**Attn: Sponsorships**  
**P.O. Box 188**  
**Luling, TX 78648**

Make checks payable to: **LULING WATERMELON THUMP ASSOCIATION**

## PLEASE WRITE IN THE REQUESTED SPONSORSHIP WITH A 2<sup>ND</sup> CHOICE SELECTION:

EVENTS ARE FILLED ON A FIRST COME BASIS. SPONSORSHIP EVENTS ARE RESERVED ONCE MONEY IS RECEIVED.

Event #1: \_\_\_\_\_ \$ \_\_\_\_\_

Event #2: \_\_\_\_\_ \$ \_\_\_\_\_

Event #3 \_\_\_\_\_ \$ \_\_\_\_\_

Yes, please include advertisement on a high-top table for an additional \$ \_\_\_\_\_

\$100 add-on places 11x17 advertisement on 2 sides (minimum \$750 sponsor level required)

Yes, please include 10'x10' Commercial Vendor Space for an additional \$ \_\_\_\_\_

\$750 add-on reserves Thursday-Saturday space (minimum \$1,250 sponsor level required)

\*Subject to booth approval and Commercial Vendor Contract.

Total Sponsorship Amount Enclosed: \$ \_\_\_\_\_

If you or your company would like to partner with Thump in another way, please contact us to discuss your ideas!

## PAYMENT INFORMATION:

Enclosed is my check for \$ \_\_\_\_\_ (Please use your cancelled check as your receipt)

Credit card (call 830-875-3878 with credit card information. An additional fee will be charged)

## SPONSOR INFORMATION:

Please list your name/company as you wish to be recognized in Thump signage and promotional materials:

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Business and/or Cell Phone: \_\_\_\_\_

Website: \_\_\_\_\_

If the above terms are acceptable, please sign below. This document and the attached proposal will serve as the sponsorship agreement between you or your company and the Luling Watermelon Thump Association.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTE: Deadline for inclusion in all promotional materials is April 30, 2026**

Please email your high-resolution business logo (.JPEG or .PNG) and this Agreement to: [sponsor@watermelonthump.com](mailto:sponsor@watermelonthump.com).  
If applicable with your sponsorship level, email your parade application, vendor application, and/or the details on your proposed promotional material for pre-approval.

# SPONSORSHIP AGREEMENT

PLEASE RETURN BY April 30, 2026



## 2026 Luling Watermelon Thump • In-Kind Sponsorship

### DONATION:

It is the donor's responsibility to determine the present fair market value (FMV) of items donated. Your estimates below will help us recognize your gift appropriately.

Item(s) or service(s) donated:	Description of item(s) or service(s):	Estimated FMV:
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

### DONOR INFORMATION:

Please list your name/company as you wish to be recognized in Thump signage and promotional materials:

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Business and/or Cell Phone: \_\_\_\_\_

Website: \_\_\_\_\_

### PLEASE WRITE IN THE REQUESTED SPONSORSHIP WITH A 2<sup>ND</sup> CHOICE SELECTION:

(EVENTS ARE FILLED ON A FIRST COME BASIS. SPONSORSHIP EVENTS ARE RESERVED ONCE MONEY IS RECEIVED.)

\_\_\_\_\_

The above has been reviewed and verified:

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

By submitting this form your donation has not been accepted. It will be reviewed by the sponsorship committee.

Please email your business logo (.JPEG or .PNG) and this Agreement to: [sponsor@watermelonthump.com](mailto:sponsor@watermelonthump.com)

Thank you for your support of the Luling Watermelon Thump Association! Donations made in-kind support the Thump and help us save thousands of dollars that we can pour back into our community festival.

# MEMBERS



Join our mission and become a member of the Luling Watermelon Thump.

**EXTREME THUMPER** \$250

ANNUAL MEMBERSHIP  
APRIL 1ST - MARCH 30TH

- ✓ Official Thump car decal
- ✓ Name on website
- ✓ 2 Concert tickets for Friday
- ✓ 2 Concert tickets for Saturday
- ✓ 2 Gate entry buttons
- ✓ 2 Thump Koozies

**THUMP PARTNER** \$500

ANNUAL MEMBERSHIP  
APRIL 1ST - MARCH 30TH

- ✓ Extreme Thumper benefits
- ✓ Name recognition on Thank You Banners at main entry gates
- ✓ Name recognition on designated picnic tables throughout festival
- ✓ Invitation to Thump
- ✓ Sponsored events outside of the festival weekend

## JOIN NOW:

### ABOUT ME:

Contact Name: \_\_\_\_\_

Spouse (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Business and/or Cell Phone: \_\_\_\_\_

Webiste: \_\_\_\_\_

*All memberships are non-refundable and non-transferable.*

Member Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT INFORMATION:

- Enclosed is my check for \$\_\_\_\_\_ (Please use your cancelled check as your receipt)
- Credit card (call 830-875-3878 with credit card information. An additional fee will be charged)