EAST TEXAS SMOKE & SOUL FESTIVAL

2027 FOUNDING SPONSORSHIP OPPORTUNITIES

Food. Music. Family. Community.

East Texas Smoke & Soul Festival brings food vendors, soulful music, local enterprise, families and purpose together at the Lear Park in Longview, Texas. Founding partners do more than place a logo. They help create the memories, opportunities and community goodwill that make a tradition last.

Owned and operated by Kidd Camp Inc., a local 501(c)(3) nonprofit organization.

THE INVITATION

East Texas deserves a signature festival.

Not because we need another event.

Because we deserve a tradition that belongs to us - one rooted in community instead of commercialization. One that celebrates our local businesses, musicians, food makers, families, veterans, nonprofits and the people who make East Texas unlike anywhere else.



Barbecue is at the heart of the festival food experience. Final programming and layout may vary.

Your partnership also strengthens Kidd Camp Inc.'s work creating inclusive opportunities, friendships, employment pathways and developmental support for individuals with intellectual and developmental disabilities across East Texas.

WHAT SPONSORS ARE REALLY BUYING

Not advertising. A place in the story.

The visibility matters. What that visibility says about your business matters more.

01 Community goodwill	Families see a business investing in a day that belongs to the whole community.
02 Brand visibility	Recognition is woven into meaningful experiences where guests are already gathered and engaged.
03 Hospitality	Thank employees, host clients and strengthen relationships in a welcoming festival setting.
04 Economic development	Support local makers, food businesses, nonprofits, creative talent and tourism.
05 Founding legacy	Be remembered among the businesses that believed in Longview's new tradition first.



Local makers and vendors create natural places for sponsor recognition and guest engagement.

FOUNDING PARTNERSHIP LEVELS

Choose how your business will show up.

Benefits, exclusivity, payment schedules and recognition terms are finalized in a written sponsorship agreement.

LEVEL	INVESTMENT	AVAILABLE	POSITIONING
Founding Title Partner	**Tailored proposal**	1	The singular anchor partnership: festival-wide naming recognition, defined category position, meaningful activation, hospitality, community impact, reporting and a first renewal opportunity.
Major Festival Partner	**Tailored proposal**	Limited	A customized leadership partnership with prominent visibility, substantial activation, hospitality and measurable mission alignment.
Community Champion	**$5,000**	10	High-value local partnership for community-facing businesses and regional employers.
Supporting Sponsor	**$2,500**	20	Accessible visibility for restaurants, contractors, retailers and professional services.
Friend of the Festival	**$1,000**	Open	An entry point for small businesses, civic groups and family-owned companies.

Named Experience Sponsorships

Soul Stage	**$15,000**
Smoke Row	**$10,500**
VIP Lounge	**$10,500**
Kids Zone	**$10,000**
Community Marketplace	**$10,000**
Food Truck Row	**$10,000**
Hospitality Lounge	**$7,500**
Veterans Plaza	**$7,500**
Best Bite of the Fest	**$7,500**
Festival Map / Volunteer HQ / Cooling Stations / Main Entrance / Awards Stage	**$5,000 each**

PARTNERSHIP EXPERIENCE

Major partnerships are built—not pulled from a price list.

Founding Title and Major Festival Partner proposals are shaped around the sponsor's goals, the guest experience and an achievable community outcome.

Investment purpose	A clear explanation of what the partnership helps fund and the festival experience or community outcome it makes possible.
Naming and category position	Organizer-controlled recognition and any narrowly defined category protections are documented in the agreement. Only one Founding Title Partner will be selected.
On-site activation	A useful, welcoming guest experience sized to the final site plan—not simply a logo placement.
Campaign and hospitality	A scheduled promotional plan, appropriate website recognition, guest credentials and hospitality designed around the sponsor's goals.
Community impact	An agreed program connecting the sponsor to local enterprise, inclusion, families or another mission-aligned outcome.
Reporting and renewal	A post-event report using actual results and a defined first opportunity to discuss the following year's partnership.



Concept image of the community festival atmosphere, not a Lear Park site plan. Final hospitality amenities and placements are confirmed in the sponsor agreement.

SIMPLE PATH TO PARTNERSHIP

Interest. Agreement. Investment. Activation.

01 **Submit interest**
Complete the sponsor-interest form and identify the level, experience or community outcome that matters most.

02 **Partnership review**
The festival team confirms availability, fit, benefits, category considerations and a primary contact.

03 **Sign the agreement**
Both parties sign a written agreement detailing investment, benefits, recognition, deadlines and cancellation terms.

04 **Receive invoice and pay**
Kidd Camp Inc. issues an invoice and secure payment instructions. Sponsorship is not reserved until the signed agreement and required payment are received.

05 **Launch benefits**
The sponsor submits approved logo files, brand guidance, guest names and activation details by the stated production deadlines.

READY TO START?

Submit the sponsor-interest form at:
www.pinetreesmokeandsoulfest.com/sponsors/interest

Questions: kiddcamp@stellakidd.com

This packet is an invitation to discuss sponsorship and is not a binding agreement. Benefits, availability and payment terms are subject to a fully executed sponsorship agreement. Organizations should consult their own tax advisors regarding deductibility.