

SOUTH 40 OUTDOOR EXPO

Presented by



**OUTDOOR &
RECREATION**

254-296-8281

www.GibbsOutdoor.com

Make Camping Great Again!

Saturday and Sunday
March 28-29, 2020

Extraco Events Center
Waco, Texas

Sponsorship Opportunities

Organized by the Heart O' Texas Fair & Rodeo South 40 Expo Committee
Proceeds Benefit the Heart O' Texas Fair & Rodeo Scholarship Fund



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2019 Facts

- Over 3,000 spectators attended the Event
- To date, the South 40 Expo Committee raised over \$170,000 for the Heart O' Texas Fair & Rodeo Scholarship Fund

Our Mission

To produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.



Our Objective

The objective of the South 40 Expo Committee is to produce the premier Outdoor Expo in Central Texas. We offer educational seminars and demonstrations and showcase outdoor exhibitors and commercial vendors while fulfilling our mission to support the youth of Central Texas through scholarships.

The Event

The South 40 Outdoor Expo is a one-of-a-kind event held in Central Texas promoting all forms of outdoor recreation. Activities are available for kids and adults to enjoy: Kids Country • BBQ Cook-Off • South 40 Shootout • Exhibitors • Educational Seminars & Demonstrations. The partnerships made with our sponsors and vendors ensure that this family experience educates, informs and engages our entire outdoor community.

Advertising

The South 40 Outdoor Expo utilizes its mass communication tools, paid advertising and relationships with media representatives to provide considerable publicity for the Expo, including:

- Broadcast Advertising
 - Over **200 spots** on area networks
 - Over **250 spots** on area radio stations
- Area Magazine Ads
 - Waco Today: **33,500 printed**
 - Wacoan: **25,000 printed**
 - Waco Tribune-Herald
- Community Calendars throughout Central Texas
- Facebook Pages
 - South 40 Outdoor Expo and South 40 Trail: **over 3,000 likes**
- Heart O' Texas Fair & Rodeo & Extraco Events Center Social Media Platforms
 - A combined total of over **40,000 Facebook fans**
 - A combined total of over **2,000 Twitter followers**
- Marquee Advertising
 - Located at the Extraco Events Center on Bosque Blvd. and Lake Air Dr.
 - Rotating once every forty rolls
 - February - June
- Email Blasts through the Heart O' Texas Fair & Rodeo's monthly e-Blast lists
 - **5,500 subscribers**
- Email Blasts through the Waco Chamber Weekly e-News lists
 - **2 e-Blasts: 3,000 subscribers**
- Press Releases sent to News Media - TV, Radio & Print
 - **2-3 releases**
- Post-Event Press Release



South 40 Outdoor Expo & BBQ Cook-off

March 27-29, 2020

The South 40 Expo Committee was formed to produce a multi-part event for education, entertainment and agricultural experiences. First, the South 40 Trail is a four-stop fishing tournament that produces a fun, competitive environment that allows Central Texans to enjoy the outdoors. Secondly, the South 40 Outdoor Expo is an event for the whole family and home to the championship round of the South 40 Trail. It also offers an entertaining and educational look at everything outdoors, all while giving back to the youth of Central Texas. The committee has raised over \$100,000 to provide scholarships for the youth of McLennan County and the surrounding areas.

Sponsorships

Friends of the Expo - \$250

- Name on event T-shirt
- Name on the Sponsor Board
- Name on the Sponsor list on the Expo website

Expo Partners - \$500

- One (1) 8' X 3' sign at the Expo
- Logo on event T-shirt
- Name on the Sponsor Board
- Name on the Sponsor list on the Expo website

Rock Climbing Wall Sponsor - \$2,000 (Limit 1)

- Recognized as the Title Sponsor of the Rock-Climbing Wall
- Name and/or logo in conjunction with promotions & advertising for the Rock-Climbing Wall
 - *Printed material, radio, website & social media*
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- One (1) 20' X 40' outdoor vendor space
 - *Electricity is included*
 - *Table and chairs available*
- Two (2) 8' X 3' signs located inside Extraco Coliseum
- Link and logo placement on Expo website
- Activation opportunities in the attraction area
- Logo on event T-shirt

Aquatics Demonstration Trailer Sponsor - \$2,000 (Limit 1)

- Recognized as the Title Sponsor of the Aquatics Demonstration Trailer
- Name and/or logo in conjunction with promotions & advertising for the Aquatics Demonstration Trailer Sponsor
 - *Printed material, radio, website & social media*
- One (1) name and/or logo placement on the EEC Marquess
 - *Runs through the whole month of March*
- One (1) 20' X 10' indoor vendor space
 - *Electricity is included*
 - *Table and chairs available*
- Two (2) 8' X 3' signs located inside Extraco Coliseum
- Link and logo placement on Expo website
- Activation opportunities in the attraction area
- Logo on event T-shirt

(South 40 Trail & Outdoor Expo Packages – Continued on Next Page)

Golf Cart Sponsor - \$2,000 (Limit 1)

- Recognized as the Title Sponsor of the Gold Carts
- Name and/or logo in conjunction with promotions & advertising of Golf Carts
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- Sign Placement on all Golf Carts used at the South 40 Outdoor Expo
- Link and logo placement on Expo website
- Logo on event T-shirt

Car/Motorcycle Show Title Sponsor - \$2,500 (Limit 1)

- Recognized as the Title Sponsor of the Car/Motorcycle Show
- Name and/or logo in conjunction with promotions & advertising for the Car/Motorcycle Show
 - *Printed material, radio, website & social media*
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- One (1) 20' X 10' indoor vendor space
 - *Electricity is included*
 - *Table and chairs available*
- Two (2) 3' X 8' signs located inside Extraco Coliseum
- Activation opportunities in the attraction area
- Logo on event T-shirt

Kids Country Presenting Sponsor - \$3,000 (Limit 1)

- Recognition as the Presenting Sponsor of the South 40 Outdoor Expo Kids Country
 - *To include: Kid Fish Tank, Treasure Hunt, Face Painting, Inflatables*
- Name and/or logo in conjunction with promotions & advertising for the South 40 Outdoor Expo Kids Country
- Printed material, radio, website & social media
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- Signage at the South 40 Outdoor Expo
- Two (2) signs located at the Kids Country
- Link and logo placement on Event's website
- Opportunity to hand out promotional items
- 20' X 40' Outdoor exhibitor space

Test Track Presenting Sponsor - \$4,000 (Limit 1)

- Recognized as the Title Sponsor of the Test Track
 - *Exclusive use of the track*
- Name and/or logo in conjunction with promotions & advertising for the Test Track
 - *Printed material, radio, website & social media*
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- Use the whole test track area for product demonstrations, display area, etc.
- Two (2) 8' X 3' signs located inside Extraco Coliseum
- Link and logo placement on Expo website
- Activation opportunities in the attraction area
- Logo on event T-shirt



♥ **BBQ Cook-Off**

Drink Contest Presenting Sponsor - \$1,500 (Limit 1)

- Recognized as the Presenting Sponsor of the BBQ Cook-Off Drink Contest on Friday Night
- One (1) name and/or logo placement on the EEC Marquees
 - *Runs through the whole month of March*
- Link and Logo placement on Event's website
- Signage at the South 40 Outdoor Expo
 - One (1) 6' x 2' sign in the Drink Contest Area
 - One (1) 6' x 2' sign inside Extraco Coliseum
- One (1) Corporate BBQ Team Spotlight
 - *Includes electricity & water hookups*
 - *Includes entry in the following divisions: Beef Brisket, Chicken, Pork Ribs, Drink Contest and Wild Game Contest*
 - *Entry into Beans and Individual entry side additional fee*
- Logo/Name on Corporate BBQ Team Sign
- Six (6) BBQ T-Shirts
- Opportunity to hand out promotional items

Corporate BBQ Team Spotlight - \$500 (Limited Availability)

- One (1) 40' X 40' Corporate BBQ Space
 - *Includes electricity & water hookups*
 - *Includes entry in the following divisions: Beef Brisket, Chicken, Pork Ribs, Drink Contest and Wild Game Contest*
 - *Entry into Beans and Individual entry side additional fee*
- One (1) 8' X 3' sign located inside the Extraco Coliseum
- Logo/Name on Corporate BBQ Team Sign
- Six (6) BBQ T-Shirts

Premium Corporate BBQ Team Spotlight - \$600 (Limited Availability)

- One (1) 50' X 40' Corporate BBQ Space
 - *Includes electricity, sewage & water hookups*
 - *Includes entry in the following divisions: Beef Brisket, Chicken, Pork Ribs, Drink Contest and Wild Game Contest*
 - *Entry into Beans and Individual entry side additional fee*
- One (1) 8' X 3' sign located inside the Extraco Coliseum
- Logo/Name on Corporate BBQ Team Sign
- Six (6) BBQ T-Shirts

General Corporate BBQ Cook-Off Information

- Two separate competitions: Individual and Corporate
 - The corporate contest is straight bragging rights.
 - The individual contest is a sanctioned contest (separate entry form)
- Cooking categories: Beef Brisket, Chicken & Pork Spare Ribs
- Optional cooking categories: Beans, Wild Game Contest & Mixed Drink Contest
- No refunds will be issued.
- **Rules, schedule of events & other information will be provided closer to the event.**

