



2027 FOUNDING SPONSORSHIP OPPORTUNITIES

Help build East Texas' next great tradition.

Pine Tree Smoke & Soul Fest brings barbecue, soulful music, local enterprise, families and purpose together at the Maude Cobb Convention Center Fairgrounds 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.

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, pitmasters, families, veterans, nonprofits and the people who make East Texas unlike anywhere else.



Concept image representing the planned family festival 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.

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.



Planned festival destinations create natural places for sponsor recognition, hospitality and guest engagement.

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
Legacy Founding Partner	\$35,000	1	Permanent founding recognition, premier visibility, opening ceremony, VIP hospitality, activation space, year-round recognition and first right of renewal.
Presenting Partner	\$20,000	2	Festival-wide leadership recognition with prominent visibility, hospitality, activation and 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
Pitmaster Row	\$12,500
VIP Lounge	\$12,500
Kids Zone	\$10,000
Community Marketplace	\$10,000
Food Truck Row	\$10,000
Hospitality Lounge	\$7,500
Veterans Plaza	\$7,500
People's Choice	\$7,500
Festival Map / Volunteer HQ / Cooling Stations / Main Entrance / Awards Stage	\$5,000 each

Visibility with meaning.

Final benefits are tailored to the selected level and the sponsor's goals.

Recognition	Website listing, festival communications, approved signage and named-experience visibility as applicable.
On-site presence	Activation or exhibitor space based on the partnership level and final site plan.
Hospitality	VIP access or hosted guest opportunities included in select levels.
Community impact	Association with a locally owned nonprofit festival designed to strengthen inclusion and opportunity.
Stewardship	A designated festival contact, benefit confirmation and post-event partnership follow-up.



Concept image of the planned VIP Lounge. Final amenities, branding placements and site layouts are confirmed in the sponsor agreement.

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.