

texas ★
marching
classic

Investment Opportunities

**TEXAS MARCHING CLASSIC
SPONSORSHIP PROGRAM**

OCTOBER 17, 2026

KELLY REEVES ATHLETIC COMPLEX

ROUND ROCK, TX

Presenting Sponsor

\$10,000 Investment (exclusive)

At this sponsorship level there will be no doubt before, during, and after the event that your name is synonymous with the Texas Marching Classic (TMC). Your community support of these bands, music educators, and thousands of parents and supporters through in-person and live streaming audience will be unmistakable. The TMC brand reputation is built on service, experience and success - you will be aligning your company with a proven player on the Texas marching band stage. Many of the benefits at this level can be customized to meet your market needs and profile.

Unique Benefits

- TMC re-titled as "Texas Marching Classic Presented by <your company name>"
- Your company logo on the official TMC patches sold at the contest (logo due by 9/1/26)
- Company name & logo on exclusive 10' x 6' Banner displayed on the 50 yard line facing the home side at TMC
- Special sponsor-recorded video message*** of up to 90 seconds played during breaks (minimum 4 times) throughout the contest day, plus website placement and social media shares.
- On field company representative to assist in distribution of TMC awards to drum majors. 1 minute introduction and thank you to Presenting Sponsor company.

Standard Benefits tailored to Presenting Sponsor

- Recognition in TMC digital program sponsor thank you ad page
- Table placed in prominent foot traffic location at TMC to distribute samples/demo display and marketing materials at TMC Event*
- Company name announced and logo displayed periodically throughout the day of TMC on Jumbotron. Minimum of 15 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 7 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will prominently display this sponsors' logo and message.
- Sponsor company name and logo featured prominently on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 8 Complimentary tickets to TMC competition

Champion Sponsor

\$7,500 Investment (2 opportunities)

Unique Benefits

- Company Name or Logo placement** on attendee wrist band (@8,000 attendees - prelims and finals)

Standard Benefits tailored to Champion Sponsor

- Company name & logo prominently displayed on 10' x 6' TMC sponsor banner in order of Sponsorship Level outside of 50 yard line.
- Half Page Ad in TMC digital program (due by 9/15/26)
- Recognition in TMC digital program sponsor thank you ad page
- Marketing table opportunity to distribute samples/demo display and marketing materials at TMC Event*. Location to be determined by event staff.
- Company name announced and logo displayed periodically throughout the day of TMC on Jumbotron. Minimum of 6 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 5 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos frequently throughout the contest.
- Sponsor company name and logo will be featured in a premiere location on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 4 Complimentary tickets to TMC competition

Drum Major Sponsor

\$5,000 Investment (3 opportunities)

Unique Benefits

- Thank you signs at stair entries into upper level of stadium; if company has signs they prefer to use, we can discuss approval. Or TMC will provide signs and hang them.

Standard Benefits tailored to Drum Major Sponsor

- Company name & logo on 10' x 6' TMC sponsor banner facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and logo displayed throughout the day of TMC on Jumbotron. Minimum of 4 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 2 mentions during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 2 Complimentary tickets to TMC competition

Color Guard Captain Sponsor

\$3,500 Investment (4 opportunities)

Unique Benefits

- Thank you sign attached to rope to be displayed during each band's performance while patrons wait to be seated

Standard Benefits tailored to Color Guard Captain Sponsor

- Company name & logo on 10' x 6' TMC sponsor banner facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and logo displayed throughout the day of TMC on Jumbotron. Minimum of 2 announcer 'thank you' mentions during Prelims (9:15 a.m. to 4:30 p.m.) and 1 mention during Finals event (7:10 p.m. to 10:45 p.m.). Jumbotron sponsor visuals will display these sponsor logos throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'
- 1 Complimentary ticket to TMC competition

Section Leader Sponsor

\$2,000 Investment (5 opportunities)

Unique Benefits

- Thank you sign placed at each concessions area

Standard Benefits tailored to Section Leader Sponsor

- Company name listed on 10' x 6' TMC sponsor banner facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced throughout the day. Jumbotron sponsor visuals will display these sponsor text names throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'

Ensemble Sponsor

\$1,000 Investment (6 opportunities)

Unique Benefit

- Company Logo on sign with other Sponsors at Community Level placed on each golf cart

Benefits tailored to Ensemble Sponsor

- Company name listed on 10' x 6' TMC sponsor banner with other Fan Sponsors facing the home side at TMC
- Recognition in TMC digital program sponsor thank you ad page
- Company name announced and text name displayed throughout the day of TMC on Jumbotron. Jumbotron sponsor visuals will display these sponsor text names throughout the contest.
- Sponsor company name and logo will be featured on TMC website
- Frequent social media mentions in the weeks leading up to TMC and day of - [facebook](#) and [twitter](#) and [Instagram](#). "New Sponsor" announcement posts with sign on agreement.
- Inclusion in 'Thanks to our Sponsors' listing with logo in 'Know Before You Go' email blasts to attendees (approximately 4,800 emails)
- Inclusion in Director's & Judges Packets 'Thanks to Our Sponsors'

* Sponsor will provide your own table, chairs, canopy, marketing materials, hand outs, signage, etc

** Imprint area of wristbands determined by manufacturer will determine logo or text availability for this opportunity

*** Sponsor video message will be provided by sponsor and must be approved by event organizers by October 1, 2026.

+ Logo must be a single image

For more information contact **Jennifer Nussbaum**,
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