2027





Onion Festival Sponsorship Package



PRINCETON INDEPENDENT SCHOOL DISTRICT

Princeton ISD
804 Mabel Ave.
Princeton, TX 75407
469-952-5400

TITLE SPONSOR

ONION FESTIVAL

Princeton High School
1000 E Princeton Dr.

- *5K and Fun Run*
- *Mantooth Memorial 3-on-3 basketball*
- *Cornhole*
- *Live auction*
- *Elementary performances*



INVESTMENT - $3,500
(ONE SPONSORSHIP AVAILABLE)

- **Event naming rights:** Sponsor name incorporated into the official title: “Princeton Onion Festival sponsored by [Sponsor Name].”
- **Marketing recognition:** Sponsor logo featured on Onion Festival promotional materials, including social media graphics, event flyers, street banners and other event marketing materials.
- **Website recognition:** Sponsor logo featured on the Onion Festival webpage with a link to the sponsor’s website.
- **Event T-shirts:** Sponsor logo featured on the official Onion Festival T-shirt.
- **Complimentary T-Shirts:** Five complimentary Princeton Onion Festival T-shirts.
- **Premium vendor space:** one complimentary 10x10 vendor booth in prime location.
- **2028 sponsorship opportunity:** First right of refusal for the 2028 Onion Festival.

5K & FUN RUN SPONSOR



INVESTMENT - $2,000
(ONE SPONSORSHIP AVAILABLE)

- **Event naming rights:** Sponsor name incorporated into the official title: “Onion Festival 5K and Fun Run” sponsored by [Sponsor Name].”
- **Marketing recognition:** Sponsor logo featured on 5K and Fun Run promotional materials, including social media graphics, route maps and other marketing materials.
- **Website recognition:** Sponsor logo featured alongside the 5K and Fun Run information on the Onion Festival webpage with a link to the sponsor’s website.
- **Stadium vendor space:** Opportunity to set up one 10x10 vendor booth at Jackie Hendricks Stadium during the 5K and Fun Run.
- **Event T-shirts:** Sponsor logo featured on the official Princeton Onion Festival T-shirt.
- **Complimentary T-Shirts:** Three complimentary Onion Festival T-shirts.
- **Premium vendor space:** one complimentary 10x10 vendor booth in prime location.
- **2028 sponsorship opportunity:** First right of refusal for the 5K and Fun Run sponsorship at the 2028 Princeton Onion Festival.

KIDS ZONE SPONSOR



INVESTMENT – $1,000
(ONE SPONSORSHIP AVAILABLE)

- **Naming rights:** Sponsor name incorporated into the official title: “the [Sponsor Name} Kids Zone.”
- **Marketing recognition:** Sponsor logo featured on Kids Zone promotional materials, including social media graphics, event flyers and other event marketing materials.
- **Website recognition:** Sponsor logo featured on the Kids Zone information on the Onion Festival webpage with a link to the sponsor’s website.
- **Event T-shirts:** Sponsor logo featured on the official Onion Festival T-shirt.
- **Complimentary T-Shirts:** Two complimentary Princeton Onion Festival T-shirts.
- **Vendor space:** One complimentary 10x10 vendor booth at the Onion Festival.
- **2028 sponsorship opportunity:** First right of refusal for the kids zone sponsorship at the 2028 Onion Festival.

STAGE SPONSOR



INVESTMENT – $1,000
(ONE SPONSORSHIP AVAILABLE)

- **Naming rights:** Sponsor name incorporated into the official title: “the [Sponsor Name] Stage.”
- **Marketing recognition:** Sponsor logo featured on Kids Zone promotional materials, including social media graphics, event flyers and other event marketing materials.
- **Website recognition:** Sponsor logo featured on the Stage information on the Onion Festival webpage with a link to the sponsor’s website.
- **Event T-shirts:** Sponsor logo featured on the official Onion Festival T-shirt.
- **Complimentary T-Shirts:** Two complimentary Princeton Onion Festival T-shirts.
- **Vendor space:** One complimentary 10x10 vendor booth at the Onion Festival.
- **2028 sponsorship opportunity:** First right of refusal for the stage sponsorship at the 2028 Onion Festival.

TOURNAMENT SPONSOR



INVESTMENT – $1,000

(ONE SPONSORSHIP PER TOURNAMENT)

- **Event naming rights**: Sponsor name incorporated into the selected tournament name, such as “Cornhole Tournament sponsored by [Sponsor Name].”
- **Marketing recognition:** Logo featured on promotional materials for the selected tournament, including social media graphics, event flyers and other marketing materials.
- **Website recognition:** Sponsor logo featured alongside the selected tournament on the Onion Festival webpage with a link to the Sponsor’s website.
- **Event T-shirt recognition:** Sponsor logo featured on the official Onion Festival T-shirt.
- **Complimentary T-shirts:** Two complimentary Onion Festival T-shirts.
- **2028 sponsorship opportunity:** First right of refusal for selected tournament at the 2028 Onion Festival.

5K & FUN RUN PARTNER



INVESTMENT - IN-KIND
(MULTIPLE PARTNERSHIPS AVAILABLE)

- **Donated items:** 5K and Fun Run partners provide approved products or refreshments for 5K and Fun Run participants. Examples include bottle water, sports drinks, energy drinks, granola bars, fruit or other individually packaged items.
- **Stadium vendor space**: Opportunity to set up one 10x10 booth at Jackie Hendricks Stadium to distribute donated items.
- **Website recognition:** Partner name listed as a 5K and Fun Run Partner on the Onion Festival webpage with a link to the partner's website.
- **Event T-shirt recognition:** Partner name listed as a 5K and Fun Run Partner on the official Onion Festival T-shirt.

RAFFLE SPONSOR

ENTER FOR A CHANCE TO

WIN THIS

BLACKSTONE 4-BURNER LIQUID PROPANE

OUTDOOR GRIDDLE



A PRIZE VALUED AT **$350**

COURTESY OF

TSC TRACTOR SUPPLY CO

INVESTMENT – IN-KIND

(ONE SPONSORSHIP AVAILABLE)

- **Raffle recognition:** Sponosr name associated with the donated raffle item using “item courtesy of [Sponsor Name].”
- **Marketing recognition:** Sponsor logo featured on promotional materials related to the donated raffle item, including social media graphics, event flyers and other raffle marketing materials.
- **Webpage recognition:** Sponsor name featured alongside the donated raffle item on the onion festival webpage with a link to the sponsor’s website.
- **Event T-shirt recognition:** Business name featured on the official Onion Festival T-shirt.

AUCTION SPONSOR



INVESTMENT - $1,000
(ONE SPONSORSHIPS AVAILABLE)

- **Event naming rights**: Sponsor name incorporated into the auction title, such as the “Live Auction sponsored by [Sponsor Name].”
- **Marketing recognition:** Logo featured on promotional materials for the auction, including social media graphics, event flyers and other marketing materials.
- **Website recognition:** Sponsor logo featured alongside the auction information on the Onion Festival webpage with a link to the Sponsor’s website.
- **Event T-shirt recognition:** Sponsor logo featured on the official Onion Festival T-shirt.
- **Complimentary T-shirts:** Two complimentary Onion Festival T-shirts.
- **2028 sponsorship opportunity:** First right of refusal for auction sponsorship at the 2028 Onion Festival.

ONION FESTIVAL PARTNER



INVESTMENT - $250
(MULTIPLE PARTNERSHIPS AVAILABLE)

- **Website recognition:** Business name featured in, larger type on the Onion Festival webpage as an Onion Festival Partner with a link to business's website.
- **Event T-shirt recognition:** Business name featured in larger, more prominent type on the official Onion Festival T-Shirt.

INVESTMENT - $100
(MULTIPLE PARTNERSHIPS AVAILABLE)

- **Website recognition:** Business name featured on the Onion Festival webpage as an Onion Festival Friend with a link to business's website.
- **Event T-shirt recognition:** Business name featured on the official Onion Festival T-Shirt.