

2025 Train & Grain Festival – Sponsorship Opportunities

Dear Neighbor,

The City of Saginaw is excited to announce the return of the **Train & Grain Festival** on **Saturday, October 11, 2025, from 10 a.m. to 4 p.m.** Even more exciting: this year, the festival is coming **home** to its original location at **Willow Creek Park**, the heart of our community celebrations.

This beloved event honors the rich heritage of Saginaw with a day full of live music, food trucks, artisan vendors, a kid zone, interactive activities, and community pride. Drawing thousands of attendees from across the region, the Train & Grain Festival offers an incredible opportunity to connect with families, neighbors, and visitors in a fun, festive environment.

We invite you and your business to partner with the city by becoming a festival sponsor. Sponsorship is not only a great way to showcase your business to a broad audience, but it also demonstrates your support for local community-building events. Sponsors will be recognized through pre-event, on-site, and post-event marketing, including digital outreach, printed materials, signage, and more.

A list of sponsorship opportunities is attached for your review. Space is limited, and early commitment ensures maximum exposure across all promotional platforms.

To become a sponsor, please email your completed commitment form to tgfestival@saginawtx.org or mail it to the address below. An invoice will be sent to the email listed in the form.

City of Saginaw – Attn: Train & Grain Festival
PO Box 79070, Saginaw, TX 76179

For more information, contact us at 817-230-0336. Thank you for considering this opportunity to support one of Saginaw's most cherished annual traditions.

We look forward to partnering with you for the 2025 Train & Grain Festival!

Sincerely,

Pedro Zambrano
Director of Economic & Community Engagement

Train & Grain Festival 2025 Sponsorship Levels

Presenting Sponsor - \$10,000 (Limited to one business)

- This is an exclusive sponsorship category with first right of refusal for next year's festival
- Logo on large welcome sign
- Premium booth space in the sponsor area (20x20), with the sponsor selecting their preferred location. Tent, tables, and chairs provided.
- Opportunity to make welcoming remarks before the musical act.
- Company name recognized from stage during welcoming announcements.
- Company logo prominently displayed in all posters and advertising copy
- Company logo listed on all Festival Signs/Banners.
- Company mentioned as Presenting Sponsor in all press releases, E-Newsletter, Utility Billing, and social media.
- Company logo recognized on festival website as Presenting Sponsor and linked to sponsor web page.
- Company logo recognized on festival T-shirts.
- Twelve (12) – 3'x10' banner locations throughout festival. Sponsor to provide banners.
- (10) Ten Festival t-shirts provided to sponsor.

Carnival Sponsor - \$6,000 (Limited to two businesses)

- This is an exclusive sponsorship category with first right of refusal for next year's festival.
- Company name recognized from stage during welcoming announcements.
- Company name listed as Carnival Zone Sponsor in advertising copy.
- Company logo listed on banners displayed at the festival and carnival area.
- Company mentioned as Activity Zone Sponsor in all press releases, E-Newsletter, Utility Billing, and social media.
- Premium booth space of 20x20. Tent, Tables & Chairs Supplied.
- Company banner at entrance to the Carnival Area
- Company logo recognized on festival website and linked to sponsor web page.
- Company logo recognized on festival T-shirts.
- Three (3) – 3'x10' banner locations throughout Carnival Area. Sponsor to provide banners
- (5) Five Festival t-shirts provided to sponsor.

Stage/Entertainment Sponsor - \$5,000 (limited to five businesses)

- Logo on large welcome sign
- First right of refusal for next year's festival.
- Premium booth space of 10X10. Tent, table & chairs supplied to sponsor.
- Company logo listed on banners displayed at the festival.
- Company name recognized from stage during welcoming announcements.
- Company logo prominently displayed on all posters and advertising copy.
- Two banner locations displayed on main stage. Sponsor to provide banners.
- Company logo in all press releases, E-Newsletter, Utility Billing, and social media.
- Company logo recognized on festival T-shirts.

- Company logo recognized on festival website and linked to sponsor web page.
- (5) Five Festival T-shirts provided to sponsor.

Shuttle Bus Sponsor - \$2,000 (limited to one business) Taken

- Company name listed in advertising copy.
- Company name and logo placed on the shuttle buses via a 24"x24" magnet stating "Shuttle Service sponsored by _____"
- Premium booth space of 10X10. Tent, table, and chairs supplied to sponsor.
- Company logo listed on festival banners displayed at the festival
- Company logo recognized on festival website and linked to sponsor web page.
- Company logo recognized on festival T-shirts.
- Company logo in all press releases, E-Newsletter, Utility Billing, and social media.
- (3) Three Festival t-shirts provided to sponsor.

Business Sponsor - \$1,000

- Company name listed in advertising copy.
- Booth space of 10X10. Tent, table, and chairs supplied to sponsor.
- Company logo listed on banners displayed at the festival.
- Company logo recognized on festival website and linked to sponsor web page.
- Company logo recognized on festival T-shirts.
- Company logo listed in E-Newsletter, Utility Billing, and social media.
- (3) Three Festival t-shirts provided to sponsor

Partners of the Festival - \$500

- Company name listed as Partner of the Festival in advertising copy.
- Booth space of 10X10. Tent, table & chairs supplied to sponsor.
- E-Newsletter will recognize company as a Partner of the Festival.
- Company name listed on banners displayed at the festival
- Company recognized on festival website
- Company name recognized on festival T-shirts
- (2) Two festival T-shirts provided to sponsor

Friends of the Festival - \$250

- Company name listed in advertising copy.
- Company recognized on festival website.
- Company name recognized on festival T-shirts.



Train & Grain Festival Sponsorship Commitment Form

Festival Date: October 11, 2025 | 10AM to 4PM

Please print legibly

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone #: _____

E-mail: _____

Company Website Address: _____

Authorized Signature: _____ Date: _____

Will you need a booth at the festival? Yes _____ No _____

Sponsorship Levels

- ☐ Presenting Sponsor - \$10,000
- ☐ Carnival Sponsor - \$6,000
- ☐ Stage/Entertainment Sponsor - \$5,000
- ☐ Shuttle Sponsor - \$2,000-Taken

- ☐ Business Sponsor - \$1,000
- ☐ Partners of the Festival - \$500
- ☐ Friends of the Festival - \$250

Please send payment with completed commitment form. Larger sponsorships may be separated into payments.

Company logo for promotional materials may be sent in high-resolution file (preferably vector format) to tgfestival@saginawtx.org

Mail Payment To: City of Saginaw
Train & Grain Festival
PO Box 79070
Saginaw, TX 76179

Check must be payable to **"City of Saginaw"**

If you have any questions, call 817-230-0336 or email us at tgfestival@saginawtx.org

Please submit your sponsorship commitment form by September 1, 2025, to ensure we have enough time to design and print all materials. Forms received after this date will still be accepted, but we cannot guarantee that your company's logo or name will be included in printed materials.

