

2026 AMERICAN BBQ BOWL

OFFICIAL VENDOR OPPORTUNITY

Where Championship Football Meets Legendary BBQ

MISSOURI MONARCHS (#4 NATIONAL RANKING) VS. TEXAS DEMONS (#2 NATIONAL RANKING)

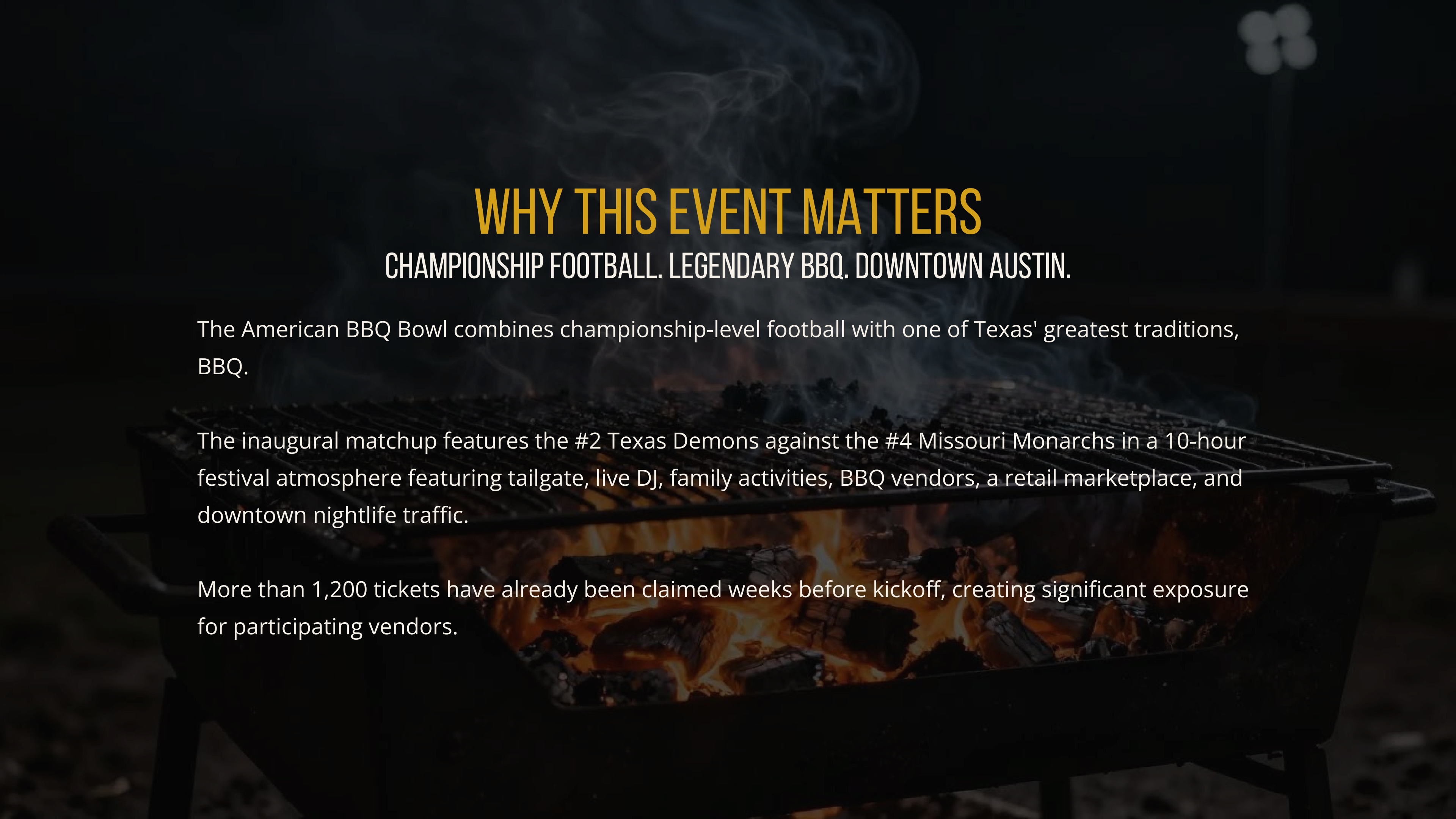
Saturday, September 26, 2026

House Park Stadium, 1301 Shoal Creek Blvd., Austin, Texas 78701

Vendor Hours 11:00 AM – 9:00 PM | Setup Begins 9:00 AM



The Official Vendor Opportunity for one of the nation's premier independent football events.



WHY THIS EVENT MATTERS

CHAMPIONSHIP FOOTBALL. LEGENDARY BBQ. DOWNTOWN AUSTIN.

The American BBQ Bowl combines championship-level football with one of Texas' greatest traditions, BBQ.

The inaugural matchup features the #2 Texas Demons against the #4 Missouri Monarchs in a 10-hour festival atmosphere featuring tailgate, live DJ, family activities, BBQ vendors, a retail marketplace, and downtown nightlife traffic.

More than 1,200 tickets have already been claimed weeks before kickoff, creating significant exposure for participating vendors.

EVENT SNAPSHOT

EVENT DETAILS

Date: Saturday, September 26, 2026

Venue: House Park Stadium

Address: 1301 Shoal Creek Blvd.,
Austin, TX 78701

VENDOR SCHEDULE

Vendor Load-In: 9:00 AM

Tailgate Opens: 11:00 AM

Vendor Marketplace Open: 11:00 AM - 9:00 PM

Kickoff: 6:30 PM

Event Ends: 9:00 PM

WHY HOUSE PARK STADIUM?

DOWNTOWN AUSTIN = OPPORTUNITY.

House Park Stadium sits in one of Austin's busiest entertainment districts, surrounded by bars, restaurants, and nightlife that drive foot traffic all day and night.

- Stadium Attendees
- Walk-Up Downtown Traffic
- Tailgate Visitors
- Families & Kids
- Football Fans
- BBQ Enthusiasts
- Evening Nightlife Crowd
- Non-Ticket Holders

KEY ADVANTAGE: Vendor placement is designed so guests can shop vendors WITHOUT purchasing a game ticket, expanding your customer base beyond ticket holders.

VENDOR PRICING

EARLY VENDOR PRICING.

THROUGH AUGUST 31

ONLY \$100

NO EXCEPTIONS

SEPTEMBER 1 - SEPTEMBER 14

\$200

AFTER SEPTEMBER 14

\$250

Early reservation secures the lowest pricing, premium vendor placement, and maximum exposure.

RETAIL VENDOR ROI

RETURN ON INVESTMENT.

AVERAGE SALE

\$10 – \$25

EXPECTED CUSTOMERS

50 – 150

ESTIMATED GROSS SALES

Minimum: $50 \times \$10 = \$500$

Maximum: $150 \times \$25 = \$3,750$

POTENTIAL RETURN

\$3,750

A single successful day can return several times your vendor investment.

FOOD VENDOR ROI

EXCLUSIVE FOOD OPPORTUNITY.

No outside food is permitted inside House Park Stadium, creating a captive audience for approved food vendors.

AVERAGE MEAL

\$10 – \$20

ESTIMATED GROSS SALES

Minimum: $100 \times \$10 = \$1,000$

Maximum: $300 \times \$20 = \$6,000$

EXPECTED TRANSACTIONS

100 – 300

POTENTIAL RETURN

\$6,000

Food vendors have one of the highest revenue opportunities of the event.



WHERE CHAMPIONSHIP FOOTBALL
★ MEETS LEGENDARY BBQ ★

SHOAL CREEK BLVD.

LEGEND

- TITLE SPONSOR** (2 AVAILABLE)
- DIAMOND SPONSOR** (5 AVAILABLE)
- PLATINUM SPONSOR** (10 AVAILABLE)
- GOLD SPONSOR** (40 AVAILABLE)
- RETAIL VENDORS** (OPEN TO PUBLIC)
- FOOD VENDORS** (PERIMETER)
- RESTROOMS**
- FIRST AID**
- INFORMATION**
- ATM**
- MERCHANDISE**
- SECURITY**
- WATER STATIONS**



ZONE OVERVIEW

TITLE SPONSOR ZONE

Premium visibility along Shoal Creek Blvd. with large-scale activations.

DIAMOND SPONSOR ZONE

High-impact brand experiences with maximum fan engagement.

PLATINUM SPONSOR ZONE

Interactive activations in a prime high-traffic area.

GOLD SPONSOR MARKETPLACE

40 premium booths directly below stadium for maximum brand exposure.

RETAIL VENDOR VILLAGE

Open-to-the-public shopping village drawing fans all day long.

FOOD VENDOR VILLAGE

Delicious BBQ, food trucks, drinks & treats encircling the stadium.

TAILGATE & FAN ZONE

Live music, games, drinks & family fun for everyone!



**BECOME A SPONSOR
OR VENDOR TODAY!**
SCAN TO INQUIRE



512.994.0367



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STAY CONNECTED



@WELITTV

#4 IN THE NATION

WE LIT TV RANKINGS

#2 IN THE NATION

AMERICAN BBO BOWL



SATURDAY

SEPTEMBER 26, 2026

HOUSE PARK STADIUM

1301 SHOAL CREEK BLVD. | AUSTIN, TX 78701



TAILGATE
11AM - 3PM



MAIN EVENT
KICKOFF 6:30PM



FAMILY FUN
ALL DAY



LIVE DJ
ALL DAY

THE BIGGEST BBO & FOOTBALL SHOWDOWN OF THE YEAR!



EVENT OVERVIEW

Two football powers. Two BBQ traditions. One unforgettable WEEKEND in Austin, Texas. Join us for a full day of championship football, legendary BBQ, live music, family fun, and unbeatable vibes!



SATURDAY
SEPTEMBER 26, 2026



HOUSE PARK STADIUM
1301 Shoal Creek Blvd.
Austin, TX 78701



TAILGATE: 11AM - 3PM
MAIN EVENT KICKOFF: 6:30PM

SPONSORSHIP LEVELS



TITLE SPONSOR (2 AVAILABLE)
\$10,000+
EXCLUSIVE NAMING RIGHTS, PRIME BRANDING,
MAIN STAGE RECOGNITION & MORE



PLATINUM SPONSOR (10 AVAILABLE)
\$5,000
PREMIUM BRANDING, LARGE LOGO PLACEMENT,
SOCIAL MEDIA SHOUTOUTS & MORE



DIAMOND SPONSOR (5 AVAILABLE)
\$2,500
SIGNAGE, EVENT RECOGNITION,
SOCIAL MEDIA FEATURES & MORE



GOLD SPONSOR (40 AVAILABLE)
\$1,000
DIGITAL RECOGNITION &
ON-SITE SHOUTOUTS

BECOME A SPONSOR TODAY!

CONTACT AARON HERNANDEZ

512.994.0367

HOODGOODSLLC@GMAIL.COM

VENDORS & SPONSORS DIRECTORY

SUPPORT THE BRANDS THAT SUPPORT THE CULTURE



FOOD & BEVERAGE

Rib Majesty BBQ P.04
Smokey's BBQ Austin P.05
The American Melting Pot P.06
Good Eats BBQ P.07
Island N' Spice P.08
Kona Ice Austin P.09



RETAIL & MERCHANDISE

Hood Goods P.10
Fresh & Fly Streetwear P.11
ATX Custom Prints P.12
Elite Kicks P.13
The Smoke Shop P.14
Demons Den Apparel P.15



AUTOMOTIVE

512 Auto Works P.16
ATX Wraps & Tint P.17
Diesel Power Pros P.18
Velocity Performance P.19



HEALTH & WELLNESS

Complete Care Chiropractic P.20
Iron Faith Fitness P.21
Vitality IV Lounge P.22
Get Right Supplements P.23



REAL ESTATE & FINANCE

All City Real Estate P.24
Lone Star Home Loans P.25
Wealth Builders Austin P.26
Prime Lending P.27



MEDIA & ENTERTAINMENT

We Lit TV P.28
Otime Media P.29
B.A.D. World Entertainment P.30
Dreamers World Org P.31



SERVICES & PROFESSIONAL

HG Infrastructure Group P.32
Arion Fusion Logistics P.33
Tax Savvy Austin P.34
Bold Branding Co. P.35
Legal Shield P.36
Superior Staffing P.37



TECHNOLOGY

Code 512 Solutions P.38
ATX Web Pros P.39
Cloud Austin IT P.40



EDUCATION & YOUTH

Dreamers World P.41
Austin Sports Academy P.42
Next Level Training P.43
Bright Future Tutoring P.44



HOME & IMPROVEMENT

Lone Star Painting P.45
ATX Lawn & Landscape P.46
Precision Roofing P.47



COMMUNITY PARTNERS

City of Austin Parks & Rec P.48
Austin Police Association P.49
Central Texas Food Bank P.50



THANK YOU FOR SUPPORTING
OUR COMMUNITY & MAKING THIS
HISTORIC EVENT POSSIBLE!

THANK YOU TO OUR INCREDIBLE SPONSORS!

TITLE SPONSORS

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PLATINUM SPONSORS

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GOLD SPONSORS

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GETTING HERE

HOUSE PARK STADIUM
1301 Shoal Creek Blvd.
Austin, TX 78701



PARKING
Limited on-site parking
available. Arrive early!



RIDESHARE
Use designated
drop-off zones.



FOR VENDOR & SPONSOR INQUIRIES
CONTACT AARON HERNANDEZ

512.994.0367

HOODGOODSLLC@GMAIL.COM

BONUS RETAIL OPPORTUNITY

DOUBLE YOUR WEEKEND.

Retail vendors receive an exclusive bonus opportunity. You will also be invited to vend at the American BBQ Party on Sunday at Zilker Park during NFL Sunday Football.

This means two full days of sales from a single vendor registration.

WEEKEND BENEFITS

- ✓ Recover your full investment on Day 1
- ✓ Increase weekend sales with a second event
- ✓ Build brand awareness across two audiences
- ✓ Potentially triple your vendor ROI

This opportunity is available exclusively for retail vendors.

WHY TRAFFIC WILL BE STRONG

This event is built to generate traffic throughout the entire day — not just at kickoff.

- ▶ Downtown Austin location: high foot traffic all day
- ▶ Championship football matchup: #2 vs #4 national rankings
- ▶ BBQ festival atmosphere draws non-football fans
- ▶ Tailgate begins hours before the nationally anticipated Texas vs Tennessee kickoff
- ▶ Fans arriving early for premium positioning
- ▶ Evening kickoff feeds directly into Austin nightlife
- ▶ 10-hour event window maximizes vendor exposure

WHY PRICES ARE SO LOW

BUILDING SOMETHING BIGGER.

Vendor pricing has intentionally been kept below market value. This event is designed to establish proof of concept before expanding into a larger vision:

THE LONG-TERM VISION

- ▶ Texas Demons full home schedule vendor integration
- ▶ Season-long vendor partnerships
- ▶ Additional affiliate organization events
- ▶ Future American BBQ Bowl events (annual)
- ▶ Long-term preferred vendor contracts

EARLY VENDORS BECOME PART OF THE FOUNDATION.

CHAMPIONSHIP RECOGNITION

A HISTORIC WEEKEND.

THE TEXAS DEMONS ENTER THE AMERICAN BBQ BOWL AS
2025 MOFA ELITE 8 CHAMPIONS

MAYOR'S CERTIFICATE OF CONGRATULATIONS

During the event weekend, the organization will also receive the Mayor's Certificate of Congratulations recognizing their outstanding 2025 championship season.

This celebration is expected to generate additional media attention and community engagement throughout the weekend.

RESERVE YOUR VENDOR SPACE

JOIN THE BIGGEST BBQ & FOOTBALL WEEKEND OF THE YEAR.

EARLY VENDOR REGISTRATION

\$100 THROUGH AUGUST 31

CONTACT

Aaron Hernandez

Event Manager / Coordinator

Phone: 512-994-0367

Email: hoodgoodsllc@gmail.com

- Vendor spaces are limited
- Reserve now before pricing increases
- Be part of the inaugural American BBQ Bowl