

2026 AMERICAN BBQ BOWL WEEKEND

OFFICIAL SPONSORSHIP OPPORTUNITIES

Where Championship Football Meets Legendary BBQ

FEATURING:

#2 TEXAS DEMONS (AUSTIN, TEXAS)

VS.

#4 MISSOURI MONARCHS (SPRINGFIELD, MISSOURI)

September 7 – September 27, 2026
Austin, Texas



Reach thousands of football fans, families, professionals, and the Austin community over three weeks of activation opportunities.

MORE THAN ONE GAME

THE AMERICAN BBQ BOWL IS AN ENTIRE MONTH OF ENGAGEMENT.

Instead of sponsoring one football game... Sponsors become part of an entire community experience leading into one of the biggest independent football weekends in America.

YOUR BRAND WILL HAVE OPPORTUNITIES TO CONNECT BEFORE, DURING, AND AFTER KICKOFF.

WEEKEND EVENT SCHEDULE

SEPTEMBER 7

DEMONS DAY

Monster Mini Golf

3916 Gattis School Rd., Round Rock, TX 78664

ALL DAY

- Community Meet & Greet
- Games
- Sponsor Activations
- Family Entertainment

SEPTEMBER 12

COLLEGE GAMEDAY WATCH PARTY

Texas Demons Media Day

Zilker Park

2 PM – 10 PM

Featuring: Texas Longhorns vs Ohio State Buckeyes

- Media Interviews
- Player Meet & Greets
- Sponsor Booths
- Fan Experiences

CHAMPIONSHIP WEEKEND BEGINS

FRIDAY • SEPTEMBER 25

RIB MAJESTY BBQ WELCOME DINNER

1190 Chicon Street, Austin, TX 78702
4 PM – 9 PM

Sponsors receive opportunities for:

- VIP Networking
- Customer Engagement
- Brand Exposure
- Hospitality

FRIDAY NIGHT

AMERICAN BBQ BOWL MEDIA & SPONSORS PARTY

TopGolf Austin
2700 Esperanza Crossing, Austin, TX 78758
9 PM – 11:30 PM

Featuring:

Sponsors; Media; Players; Coaches; Business Leaders;
Community Partners

THE MAIN EVENT

SATURDAY • SEPTEMBER 26

AMERICAN BBQ BOWL

House Park Stadium
1301 Shoal Creek Blvd., Austin, Texas
11 AM – 9 PM

TAILGATE FESTIVAL

Texas vs Tennessee Watch Party; BBQ; Live Music; Sponsor Activations; Vendor Village; Games; Giveaways; Contests

3 PM

GENERAL ADMISSION OPENS

Sponsor Acknowledgements; Musical Performances; Raffles; Fan Giveaways; Interactive Experiences

6:30 PM

AMERICAN BBQ BOWL KICKOFF

#2 TEXAS DEMONS VS. #4 MISSOURI MONARCHS

CHAMPIONSHIP WEEKEND FINALE

SUNDAY • SEPTEMBER 27

AMERICAN BBQ PARTY

NFL Sunday Watch Party

Zilker Park

11 AM – 10 PM

SPONSORS CONTINUE RECEIVING EXPOSURE THROUGH:

NFL Watch Party; Community Activities; Vendor Marketplace; Food; Music; Games; Lead Generation

WHY SPONSOR?

MORE THAN ADVERTISING

YOUR SPONSORSHIP CREATES OPPORTUNITIES TO

- Build trust
 - Generate qualified leads
 - Reward customers
- Increase brand awareness
- Capture first-party customer data
 - Activate in the community
- Build long-term relationships

THIS IS DESIGNED AS A RELATIONSHIP MARKETING EVENT—NOT SIMPLY LOGO PLACEMENT.

GOLD SPONSOR ROI

GOLD SPONSOR

\$1,500

INCLUDES

- 100 FREE Tickets
- 30-Second Sponsor Commercial
- 15-Second Personal Commercial
- Inclusion in Official Event Program
- Inclusion in Gift Bags

WHY 100 TICKETS MATTER

Instead of inviting cold leads... Invite prospects already interested in attending.

- Increased engagement
- Higher-quality conversations
- Better brand recall
- Additional relationship-building opportunities

Converting event attendees into sales-qualified leads can significantly improve sales conversations compared to cold outreach.

CUSTOMER LOYALTY

- Stronger relationships
- Increased referrals
- Word-of-mouth marketing
- Better contract renewal conversations
- Product launch opportunities

PLATINUM SPONSOR ROI

PLATINUM SPONSOR

\$5,000

INCLUDES EVERYTHING IN GOLD PLUS:

- Pre-Event Activation Opportunities
- Priority Activation During American BBQ Bowl
- Merchandise Integration
- Promotion across social media channels totaling more than 100,000 combined followers, friends, and supporters
- Commercial aired throughout the livestream during commercial breaks

WHY PLATINUM?

Sponsors receive multiple opportunities to engage customers before game day. Instead of meeting attendees once... Your business develops repeated touchpoints throughout American BBQ Bowl Weekend. This allows stronger community integration while generating additional qualified leads before kickoff.

DIAMOND SPONSOR ROI

DIAMOND SPONSOR

\$8,000

OUR PREMIER PARTNERSHIP

Includes everything in Platinum PLUS:

- Premium Activation at ALL Events
- Three Custom 30-Second Commercials
- Year-Round Promotion
- Commercial Streaming Throughout the Year
- Activation at Texas Demons Home Games

DIAMOND SPONSOR ADVANTAGES

Community Pride: Show your support for Austin as the Texas Demons represent Texas against Missouri in a championship showcase celebrating two legendary BBQ traditions.

Expanded Lead Generation: Your exposure extends beyond stadium attendees through community events, digital campaigns, and promotional activities across the entire weekend.

Fresh Marketing Content: Professional commercial production is expensive. Diamond Sponsors receive professionally produced commercial assets that can also be used across their own marketing channels.

Expanded Reach: Commercials may be distributed through digital streaming platforms and connected TV advertising opportunities, including services such as Roku-powered channels, Hulu-supported advertising opportunities, Disney-supported inventory where available, and other self-service streaming advertising platforms, expanding your brand beyond traditional social media.

★ GOLD SPONSORS ★

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★★ WE LIT TV RANKINGS ★★
**AMERICAN
BBQ
BOWL**
WHERE CHAMPIONSHIP FOOTBALL
MEETS LEGENDARY BBQ



★★ PLATINUM SPONSORS ★★

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AUSTIN, TEXAS
HOUSE PARK STADIUM

TWO FOOTBALL POWERS.
TWO BBQ TRADITIONS.
ONE UNFORGETTABLE **WEEKEND.**

SATURDAY
SEPTEMBER 26, 2026

PLATINUM SPONSORS
10 SPONSORS

WE LIT TV RANKINGS
**AMERICAN
BBQ
BOWL**
WHERE CHAMPIONSHIP FOOTBALL
MEETS LEGENDARY BBQ

DIAMOND SPONSORS
5 SPONSORS



PLATINUM SPONSORS

YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE
YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE

THANK YOU FOR SUPPORTING
THE BIGGEST BBQ & FOOTBALL SHOWDOWN OF THE YEAR!



SEPTEMBER 26, 2026
HOUSE PARK STADIUM • AUSTIN, TEXAS



PREMIUM QUALITY
COMFORT COLORS TEE



BOLD, LONG-LASTING
DTF PRINT



DESIGNED TO REP
ON & OFF THE FIELD



SUPPORTING COMMUNITY,
FOOTBALL & BBQ CULTURE

THE ULTIMATE
FOOTBALL & BBQ
EXPERIENCE

ONE GAME.
TWO TRADITIONS.
ONE UNFORGETTABLE
WEEKEND.



WHERE CHAMPIONSHIP FOOTBALL
MEETS LEGENDARY BBQ

DIAMOND SPONSORS

YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE	YOUR LOGO HERE
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THANK YOU FOR YOUR SUPPORT!



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



PRESENTED BY



512.994.0367



HOODGOODSSLLC@GMAIL.COM

STAY CONNECTED



@WELITTV

#4 IN THE NATION

WE LIT TV RANKINGS

#2 IN THE NATION

AMERICAN

BBO

BOWL

MONARCHS

TEXAS DEMONS

WHERE CHAMPIONSHIP FOOTBALL

MEETS LEGENDARY BBQ

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 BBQ & 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
Otimo Media P.29
B.A.D. Wild 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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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



SPONSORSHIP COMPARISON

INVESTMENT	\$1,500	\$5,000	\$8,000
100 Tickets			
Sponsor Commercial			
Personal Commercial			3 Custom Commercials
Event Program			
Gift Bags			
Pre-Event Activation	—		
Merchandise Inclusion	—		
Livestream Commercials	—		
Premium Placement	—		
All Weekend Activations	—	—	
Year-Round Promotion	—	—	
Texas Demons Season Activation	—	—	

WHY THIS EVENT WILL GROW

THE INAUGURAL AMERICAN BBQ BOWL IS DESIGNED TO BECOME AN ANNUAL DESTINATION EVENT.

- Annual American BBQ Bowl Weekend
- Texas Demons Home Games
- Community Festivals
- Additional Football Events
- Year-Round Brand Partnerships

Founding sponsors receive the opportunity to grow alongside one of Texas' newest football traditions.

BECOME A FOUNDING PARTNER

JOIN THE BIGGEST FOOTBALL & BBQ WEEKEND IN TEXAS

Gold Sponsor — \$1,500
Platinum Sponsor — \$5,000
Diamond Sponsor — \$8,000

CONTACT

Aaron Hernandez
Event Manager / Coordinator

Ph. 512-994-0367
Email: hoodgoodsllc@gmail.com

Become a Founding Sponsor of the 2026 American BBQ Bowl Weekend and connect your brand with championship football, legendary BBQ, and the Austin community.