

EVENT ATTENDANCE

Month	Event	Attendance
FEBRUARY	Motown Downtown Music Festival	3,000
MARCH	Craw Fest	3,000
APRIL	Celebrate Killeen Festival	10,000
JULY	Red White & Blue Music Festival	12,000
SEPTEMBER	Touchdown Downtown	4,000
DECEMBER	Holiday Under the Stars	5,000

ABOUT US

Downtown Killeen hosts a wide variety of special events that bring the community together, creating opportunities for residents to connect with family, friends, and neighbors. Beyond the social impact, these events play a vital role in strengthening the local economy by supporting area merchants and fostering a strong sense of community pride.

Sponsors are essential in making these events possible, allowing us to deliver high-quality programming without placing a significant financial burden on the community. By supporting our initiatives, sponsors demonstrate a commitment to revitalizing Downtown Killeen while aligning with a shared vision to move our city forward in accordance with our comprehensive plan.



DOWNTOWN
KILLEEN



**Downtown Events
Sponsorship**



EVENT DESCRIPTIONS

Motown Downtown Music Festival

The Motown Downtown Music Festival has quickly become one of Killeen's most beloved events. This high-energy celebration takes attendees on a nostalgic journey back to the golden era of Motown, filled with the funky rhythms and soulful grooves that defined some of the most iconic music of all time. Guests can enjoy a classic car show, a crowd-favorite costume contest, and live performances by talented bands paying tribute to legendary Motown artists. With an average attendance of more than 3,000 people, Motown in Downtown delivers an unforgettable experience and continues to grow as a must-attend event in Downtown Killeen.

Celebrate Killeen Multicultural Festival

The Annual Celebrate Killeen Multicultural Festival is a vibrant community event that highlights the city's rich cultural diversity through food, entertainment, and interactive experiences from around the world.

With attendance growing from 6,800 last year to an expected 10,000 this year, the festival features a car and bike show, step show competition, cultural performances, poetry, food trucks, craft vendors, a kid zone, and more, bringing the community together in a celebration of culture and connection.

Craw Fest

Craw Fest is a lively Downtown Killeen event that brings the community together for a celebration of food, music, and fun. Centered around a crawfish cook-off, attendees can enjoy live entertainment, local vendors, and family-friendly activities in a vibrant downtown atmosphere.

Red White & Blue Music Festival

The Red, White & Blue Music Festival features the largest fireworks show in Central Texas, a free live concert, food and retail vendors, a Jeep Jam exhibition, and family-friendly activities. With Fort Hood no longer hosting its Freedom Fest, the event is expected to draw more than 10,000 attendees, including thousands viewing the fireworks from surrounding areas beyond downtown.

Touchdown in Downtown

Touchdown in Downtown is the ultimate event for football fans of all ages, celebrating the sport from high school to college and professional leagues. Attendees can show off their team pride, enjoy friendly rivalry, and experience live music alongside performances by local high school marching drumlines. With 3,500 attendees last year and an anticipated turnout of 5,000 this year, the event is the perfect way to kick off another exciting football season in Downtown Killeen.



Holiday Under the Stars Festival & Tree Lighting

The Holiday Under the Stars Festival & Tree Lighting is a beloved Downtown Killeen tradition that brings the community together to celebrate the holiday season. The event features live entertainment, family-friendly activities, seasonal vendors, and special holiday attractions, culminating in the highly anticipated tree lighting and fireworks display. Attendance has grown significantly from 2,400 in previous years to more than 5,400 last year, with expectations of an even larger turnout next year, making it one of Downtown Killeen's most impactful community celebrations.





MOTOWN DOWNTOWN

LEGENDARY SPONSOR - \$6,000

- Main stage naming rights
- Company-supplied banner displayed at event
- Social media mentions (40,000+ followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- Radio Ad mentions
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Largest logo on t-shirt

HIT SPONSOR - \$3,000

- Recognition in marketing materials for the event, including, but not limited to:
 - Social media (40,000 + followers)
 - Company name/logo printed in all advertising
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large Logo on t-shirt



SPONSORSHIP LEVELS

CLASSIC SPONSOR - \$1000

- Recognition in marketing materials for the event, including, but not limited to:
 - Social media mentions (40,000 + followers)
 - Company logo on printed materials at the event
 - Logo on t-shirt

CONTRIBUTOR SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
 - Company logo on printed materials at the event

The assessment of in-kind sponsorships' worth will be conducted by our staff. The evaluation will be based on the extent of the contribution, and subsequently, we will develop a comprehensive marketing plan for your business partnership with the festival.





CRAW FEST

LEGENDARY SPONSOR - \$6,000

- Main stage naming rights
- Company-supplied banner displayed at event
- Social media mentions (40,000+ followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- Radio Ad mentions
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Largest logo on t-shirt

HIT SPONSOR - \$3,000

- Recognition in marketing materials for the event, including, but not limited to:
- Social media (40,000 + followers)
- Company name/logo printed in all advertising
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large Logo on t-shirt



SPONSORSHIP LEVELS

CLASSIC SPONSOR - \$1000

- Recognition in marketing materials for the event, including, but not limited to:
- Social media mentions (40,000 + followers)
- Company logo on printed materials at the event
- Logo on t-shirt

CONTRIBUTOR SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
- Company logo on printed materials at the event

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CELEBRATE KILLEEN FESTIVAL

EXCLUSIVE PRESENTNG SPONSOR - \$10,000

- Main Stage naming rights
- 5 on-site parking passes
- Sponsor exclusivity for your industry
- Company-supplied banner displayed at event
- Social media mentions (40,000 + followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- Complimentary 10x20 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- TV & Radio Ad mentions
- Largest logo on t-shirt
- 10 Event t-shirts

PREMIERE SPONSOR - \$6,000

- Naming rights to choice of non-stage sites on street (i.e. Shade Tent, Kid Zone)
- 2 on-site parking passes
- Social media mentions (40,000 + followers)
- Company-supplied banner displayed at event
- Company name/logo printed in all advertising
- Stage shout outs
- Complimentary 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large logo on t-shirt
- Radio Ad mentions
- 5 Event t-shirts



SPONSORSHIP LEVELS

SUPPORTING SPONSOR - \$3,000

- Recognition in marketing materials for the event, including, but not limited to:
 - Social media (40,000 + followers)
 - Company logo on printed materials at the event
 - Company-supplied banner displayed at event
 - Logo on t-shirt
 - 1 on-site parking pass
 - 2 Event t-shirts

MUSIC FAN SPONSOR - \$1000

- Recognition in marketing materials for the event, including, but not limited to:
 - Social media (40,000 + followers)
 - Company logo on printed materials at the event
 - Logo on t-shirt
 - 1 Event t-shirt

LEGACY SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
 - Company logo on printed materials at the event

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RED WHITE & BLUE MUSIC FESTIVAL

PATRIOT SPONSOR - \$10,000

- Main stage naming rights
- Company-supplied banner displayed at event
- Social media (40,000 + followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- 3 minutes on stage to share about your business
- Largest logo on t-shirt
- 10 Event t-shirts
- 3 on-site parking passes
- Radio ad mentions

FREEDOM SPONSOR - \$6,000

- Social media mentions (40,000 + followers)
- Company name/logo printed in all advertising
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large logo on t-shirt
- 5 Event t-shirts
- 2 on-site parking passes
- Naming rights for choice of non-stage activities (i.e. jeep jam, kid zone, cooling station)



SPONSORSHIP LEVELS

HEROES SPONSOR - \$3,000

- Social media mentions (40,000 + followers)
- Company logo on printed materials at the event
- Logo on t-shirt
- 1 on-site parking pass

LIBERTY SPONSOR - \$1,000

- Social media mentions (40,000 + followers)
- Company logo on printed materials at the event
- Logo on t-shirt

INDEPENDENT SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
- Company logo on printed materials at the event

The assessment of in-kind sponsorships' worth will be conducted by our staff. The evaluation will be based on the extent of the contribution, and subsequently, we will develop a comprehensive marketing plan for your business partnership with the festival.





TOUCHDOWN IN DOWNTOWN

TOUCHDOWN SPONSOR - \$6,000

- Main stage naming rights
- Company-supplied banner displayed at event
- Social media mentions (40,000 + followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Largest logo on t-shirt
- 5 Event t-shirts

FIELD GOAL SPONSOR - \$3,000

- Social media mentions (40,000 + followers)
- Company name/logo printed in all advertising
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large logo on t-shirt
- 3 Event t-shirts



SPONSORSHIP LEVELS

EXTRA POINT SPONSOR - \$1,000

- Social media mentions (40,000 + followers)
- Company logo on printed materials at the event
- Logo on t-shirt

TAILGATE SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
- Company logo on printed materials at the event.

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HOLIDAY UNDER THE STARS

HOLIDAY CHEERMEISTER SPONSOR - \$6,000

- Main stage naming rights for tree lighting & festival
- Sponsor exclusivity for your industry
- Company-supplied banner displayed at event
- Social media mentions (40,000 + followers)
- Prominent location of company logo on printed materials at the event
- Stage shout outs
- 10x20 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- 3 minutes on stage to share about your business
- Largest logo on t-shirt
- 10 Event t-shirts
- 4 on-site parking passes
- Radio ad mentions

RUDOLPH SPONSOR - \$3,000

- Social media mentions (40,000 + followers)
- Company name/logo printed in all advertising
- Company-supplied banner displayed at event
- Stage shout outs
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays
- Large logo on t-shirt
- 5 Event t-shirts
- 2 on-site parking passes
- Naming rights for choice of non-stage activities (i.e. kid zone)



SPONSORSHIP LEVELS

FROSTY SPONSOR - \$1,000

- Social media mentions (40,000 + followers)
- Company logo on printed materials at the event
- Stage shout outs
- Company-supplied banner displayed at event
- Logo on t-shirt
- 3 Event t-shirts
- 1 on-site parking pass
- 10x10 vendor booth in prominent location at the event with opportunity to distribute promotional materials or displays

CARING SPONSOR - IN-KIND

- Recognition in marketing materials for the event, including, but not limited to:
- Company logo on printed materials at the event

The assessment of in-kind sponsorships' worth will be conducted by our staff. The evaluation will be based on the extent of the contribution, and subsequently, we will develop a comprehensive marketing plan for your business partnership with the festival.





DOWNTOWN KILLEEN



***CONTACT US FOR
MORE INFORMATION***

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