CHEATHAM STREET MUSIC FOUNDATION · 501(C)(3) NONPROFIT

SPONSOR PITCH DECK

SOUTHERN STAR FESTIVAL 2027

May 8, 2027

Southern Star Farms · Maxwell, TX

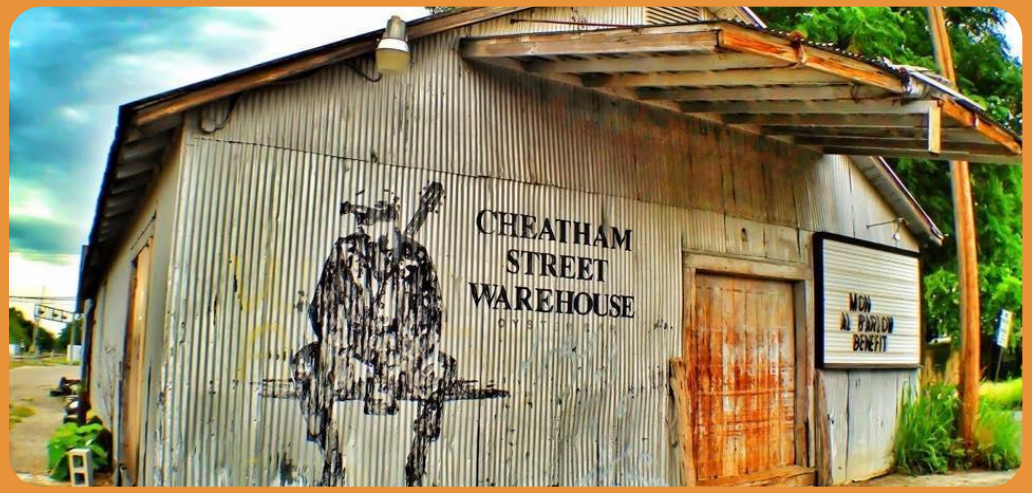


Produced by Martian Arts Collective and Southern Star Events & Farms

WHO WE SUPPORT

THE CHEATHAM STREET MUSIC FOUNDATION

The Cheatham Street Music Foundation is a nonprofit dedicated to preserving and promoting Texas music by nurturing the art, business, and craft of songwriting.
Continuing Kent Finlay's legacy, the Foundation offers classes, workshops, and concerts that educate and inspire new generations of artists.
Building on the historic Cheatham Street Warehouse, where legends like George Strait and Stevie Ray Vaughan began, the organization fosters community connections and celebrates music's vital role in Texas culture.





A DAY OF MUSIC, BBQ & COMMUNITY

MAY 8, 2027
One-day festival

MAXWELL, TX
Southern Star Farms

UP TO 2,000
Guests expected

5 + BBQ vendors
10–15 Market booths

THE DAY AT A GLANCE

12:30 PM
Gates open

1:00 – 4:00 PM
BBQ sampling

4:00 PM
Main acts begin

4 PM – 11 PM
Marketplace food vendors

Schedule is subject to change.

OUR AUDIENCE

WHO WILL BE THERE

Central Texas adults ages 18 to 65 who value authentic, community-oriented experiences rooted in Texas culture. Our core audience is 21 to 45.

- **Families**
- **Young professionals**
- **Local music fans**
- **Aspiring creatives & musicians**
- **BBQ & food lovers**

Where they come from: San Marcos, Austin, Kyle, Buda, New Braunfels, Wimberley, Dripping Springs, Lockhart, Bastrop, and San Antonio.





2,000

guests, an affordable, family-friendly day of fun, food, and live music

MARKETING STRATEGY

REACHING CENTRAL TEXAS

Oct 22
Official launch
Save the Date, presale tickets, website, email, and SMS signup.

Nov 17
Lineup release
Full lineup announced on every channel, with sponsors featured.

Nov 24 – Dec
Holiday push
Tickets as gifts, plus sponsor shout-outs and giveaways.

Jan – Mar
Build the buzz
Vendor, BBQ, and sponsor announcements with weekly content series.

Apr 8 – May 7
30-day countdown
Daily countdown content, festival guide, and schedule release.

May 8
Festival day
Live coverage, same-day reels, and photo and video of every sponsor.

Channels: Instagram · TikTok · Facebook · Email (goal: 5,000+ subscribers) · SMS · press and radio

MARTIAN ARTS COLLECTIVE

MEET THE TEAM



MICHAEL HOWARD

Creative Direction & Talent Management



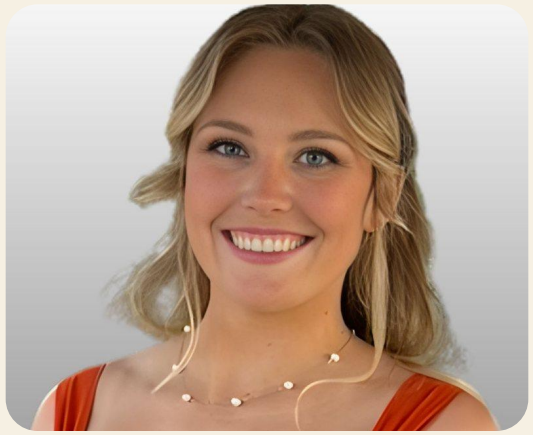
JORGE DOZAL

Social Media & Public Relations



CREIGHTON COYNE

Community Partnerships & Promotions



KYNDAL GOEN

Vendor Relations & Programming

The Martian Arts Collective creates experiences that connect people, showcase local talent, and leave lasting memories.



Taylor & Erica Simmons, Southern Star Events & Farms

OUR HOME

THE VENUE

Southern Star Events & Farms offers farm-to-table charm, a welcoming community atmosphere, and a scenic setting ideal for weddings, festivals, and unforgettable celebrations.

VENUE MANAGER

Taylor Simmons and Erica Simmons oversees permits, safety and security, production, and gate and entry.

SPONSORSHIP PACKAGES

FIVE WAYS TO JOIN US

Package	Investment	Available	Highlights
Presenting	$7,500	1	Event naming · Main Stage · 40×40 space
Headline	$3,500	3	Signature area · 20×20 space · 20 passes
Partner	$1,500	8	Logo placement · 10×10 space · 10 passes
Supporter	$500	15	Logo on website and sponsor banner · 4 passes
Community Friend	$250	Open	Name listing · 2 passes

Add-on activations and in-kind support are available to any sponsor (see page 13). Sponsorships support a 501(c)(3) nonprofit; please consult your tax advisor about deductibility.

PRESENTING

SPONSORSHIP

$7,500

1 available

BECOME THE MAIN ACT

Our exclusive Presenting Sponsor puts their name at the center of the festival, with the first right to renew in 2028 at 2027 pricing.

YOU WILL RECEIVE

- Exclusive naming: Southern Star Festival presented by [Your Company]
- Main Stage naming and spoken recognition throughout the day
- Logo on the Main Stage, BBQ sampling area, gates, and official SSF shirt
- Prime 40×40 vendor or activation space
- 40 event passes and VIP access for your team (private restrooms, food, drinks)
- Featured in the Nov 17 lineup release, plus 4 social posts and an email feature
- Post-event impact report, and first right to renew for 2028 at 2027 pricing

HEADLINE

SPONSORSHIP

$3,500

Up to 3 available

OWN A SIGNATURE AREA

Headline Sponsors take over one signature area of the festival and are recognized there all day.

YOU WILL RECEIVE

- Choose one signature area: BBQ Sampling, VIP Lounge, Marketplace, or Family Zone
- Area signage, plus recognition on the festival map and website
- Prime 20×20 vendor or activation space
- 20 event passes and VIP access for your team
- Two spoken stage mentions and two social posts
- Logo on the official SSF shirt and sponsor banner
- Featured in the Nov 17 lineup release and the post-event impact report

PARTNER

SPONSORSHIP

$1,500

Up to 8 available

JOIN THE FAMILY

Partner Sponsors take their involvement to the next level with strong visibility before, during, and after the festival.

YOU WILL RECEIVE

- Logo on the website, promotional materials, and the official SSF shirt
- 10×10 vendor or activation space
- 10 event passes and VIP access for 2
- One spoken stage mention and one social post
- Thank-you in the festival email
- Post-event impact report

SHOW YOUR SUPPORT

SUPPORTER

$500

UP TO 15 AVAILABLE

- Logo on the website and sponsor banner
- 4 event passes
- Group thank-you social post
- Listing in the festival guide

COMMUNITY FRIEND

$250

OPEN TO ALL

- Name on the website and sponsor banner
- 2 event passes
- Group thank-you social post
- Great for local shops, restaurants, and neighbors

Every sponsor level helps the Cheatham Street Music Foundation grow Texas songwriting.

MAKE IT YOURS

ADD-ONS & IN-KIND SUPPORT

ADD-ON ACTIVATIONS

Add-on	Investment
BBQ Sampling Area	$2,000
Artist Hospitality	$1,000
Wristbands & Lanyards	$1,000
Photo Station	$750
Volunteer Crew Shirts	$750
Water Stations	$750

Available to any sponsor. Prices are per activation.

IN-KIND & CUSTOM

Prefer to give goods or services? In-kind support counts toward any package at fair market value: printing, water and ice, sound and lighting, signage, lodging, food and drinks for artists and volunteers.
Have another idea? We will build a custom package with you.

WHY SPONSOR

YOUR SUPPORT DOES MORE



SUPPORT TEXAS MUSIC

Your sponsorship helps the Cheatham Street Music Foundation offer classes, workshops, and concerts for new generations of songwriters.



REACH CENTRAL TEXAS

Ten Central Texas markets, a festival-wide campaign from October through May, and sponsors recognized at every stage.



SEE YOUR IMPACT

After the festival every sponsor receives a recap: attendance, social reach, photos, video, and a thank-you.

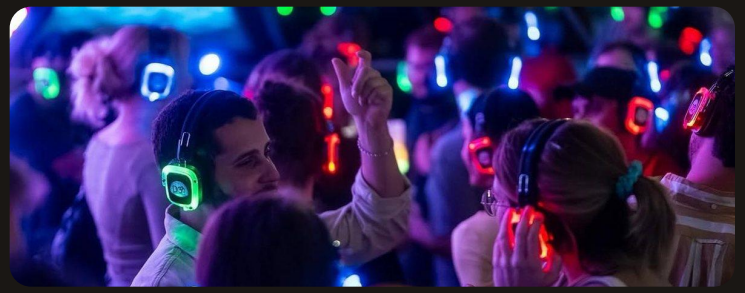
Sponsorships support a 501(c)(3) nonprofit. Please consult your tax advisor about deductibility.

PREVIOUS EVENTS



















NEXT STEPS

BECOME A SPONSOR

1 **Choose a package**
Pick a tier, add an activation, or build a custom package with us.

2 **Confirm by November 10**
Be included when we announce the lineup on November 17.

3 **Send your logo by March 1**
Banners and printed materials are finalized in March.

CONTACT US

Email: southernstarfestival@gmail.com

Phone: (214) 529-5263

We are seeking strategic partners for the inaugural Southern Star Festival, a chance to strengthen community relations, support Texas music, and be part of something meaningful.