



# 2024 Sponsorship Opportunities

## 57<sup>th</sup> Annual Terlingua Chili Fest

October 30th - November 2nd, 2024

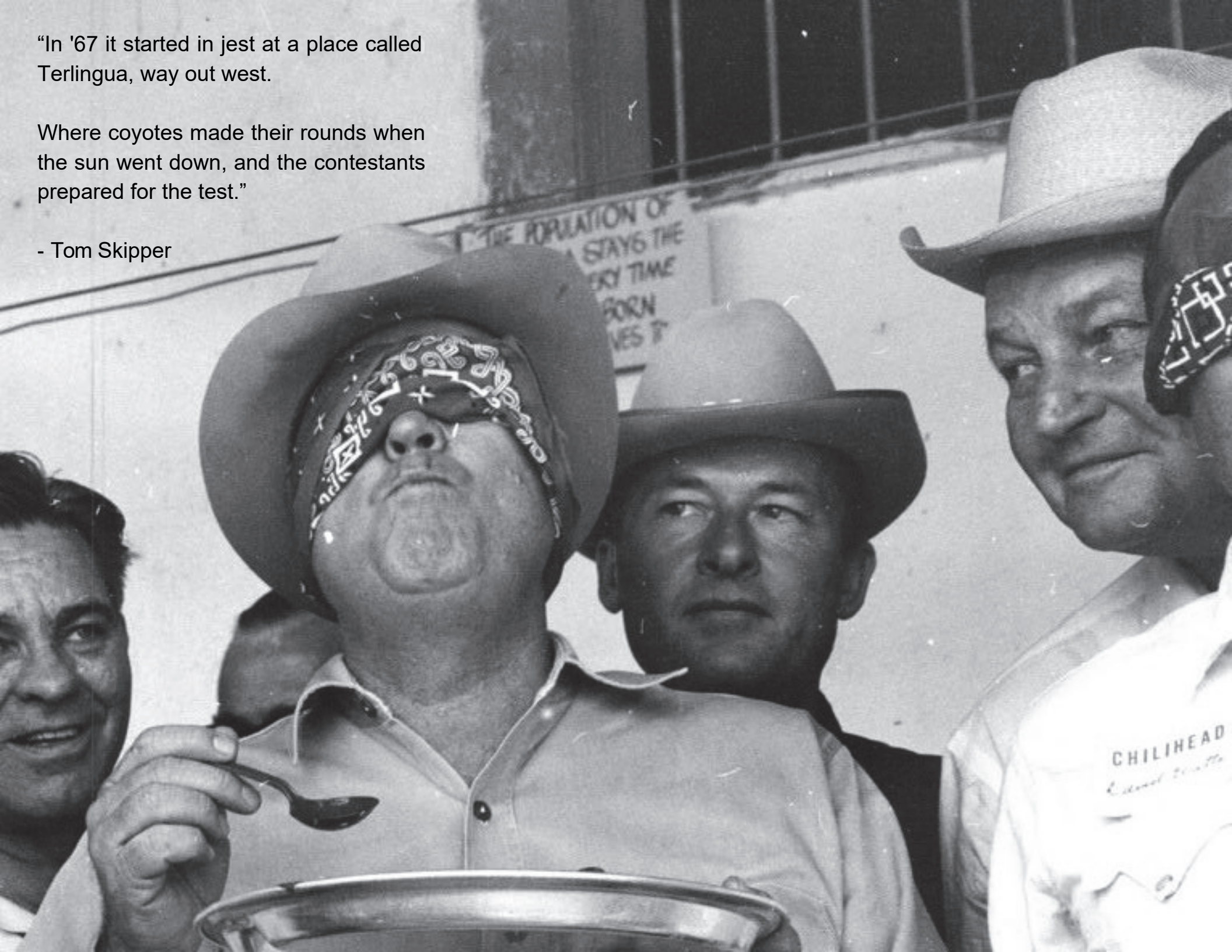
We are a 501c3 non-profit organization. All sponsorships are 100% tax deductible!

[www.abowlofred.com](http://www.abowlofred.com) [abowlofred@gmail.com](mailto:abowlofred@gmail.com)

"In '67 it started in jest at a place called Terlingua, way out west.

Where coyotes made their rounds when the sun went down, and the contestants prepared for the test."

- Tom Skipper



# History

The Original Terlingua International Frank X. Tolbert - Wick Fowler Memorial Championship Chili Cook-Off is the “granddaddy” of all chili cook-offs in the United States and worldwide.

Founded in 1967 by Frank X. Tolbert and Wick Fowler to settle a dispute about whether Texans or New Yorkers knew more about chili, it started as a two-man stunt and has grown to attract thousands of attendees from around the world every year.

It has been and continues to be one of the most quintessential Texan events that takes place in our great state. Our family friendly, safe, yet quirky and fun event is a yearly “desert home” for thousands of “chili-heads” who enjoy keepin’ things Texan, one “bowl of red” at a time.



# Mission / Fundraising

Festival co-founder, Wick Fowler died of ALS on September 22nd, 1972. To honor his memory, the mission of The Cook-off is to celebrate the State Dish of Texas, Chili, in addition to raising charitable funds to support finding a cure for ALS. We also strive to make additional donations to the Terlingua Schools and other local groups.

The primary beneficiary of our ALS fundraising is The ALS Association ,which provides ground level services and support to patients suffering from this horrible disease. Additionally, it is a leading financial supporter of global research and clinical care centers around the state of Texas. We're proud to be supporters of the great work they do around the state, and country, to end this debilitating disease. We also make a generous donation to the Terlingua community each year. Our cook-off is a 501(c)3 non-profit organization. All sponsorships are **100% tax deductible**, helping further the ALS cure.



# Event Information



Thousands of “chili-heads” gather yearly and swell the population of the tiny, remote ghost town of Terlingua the first weekend of November. It’s a gathering of folks from all walks of life. Thursday and Friday, cooks compete in the various cooking competitions for Brisket, BBQ Chicken, Ribs, Beans, Black-eyed peas, Verde Chili, Margaritas, and The Last Chance Chili qualifying cook-off. The Championship Chili Cook-off that cooks travel from all over to compete in is held on Saturday. Turn in is “high-noon” and always features performances by cooks and other show performers while folks wait for judging to complete.

Every night features a concert and dance at the “Behind The Store” Pavilion to round out the day. Cooks and spectators make their way to the pavilion to let loose and enjoy the evening. Over the years our stage has featured stars such as Ray Wylie Hubbard, Nikki Lane, Gary P. Nunn, Pat Green, Mike and the Moonpies, James McMurtry, Jason Boland, Dale Watson, and many more.

Our website is [www.abowlofred.com](http://www.abowlofred.com) and cook-off email address is [abowlofred@gmail.com](mailto:abowlofred@gmail.com).

# Sponsorship Opportunities

We have great sponsorship packages for every budget, and we are a 501c3 organization, so all sponsorships are 100% tax deductible! This year we'll be partnering with our friends @TexasHumor to promote our sponsors at the Serrano level and above. Their massive audience of over 1.5 Million Texans are rabid fans of all things Texan. They'll be following their journey out to the Cook-off as well as all the festivities once they arrive. This is a unique social partnership that isn't available anywhere else.

In addition to this fantastic opportunity, there are many other perks on the following pages.

**Ghost Pepper** \$20,000

**Habanero Pepper** \$10,000

**Ancho Pepper** \$5,000

**Cayenne Pepper** \$3,000

**Serrano Pepper** \$2,000

**Jalapeño Pepper** \$1,000

# Ghost Pepper

With this package, you'll be one hot pepper around the festival grounds.

@TexasHumor will feature your company to their **1.5 Million followers** with special content that's exclusive to you. They'll create content in the months leading up to the event in addition to feature you front and center during the week of the event itself.

Your brand will be intimately associated with our Cook-off and will accompany all our promotional materials. Your sponsorship will help us fund the on-going care of ALS patients around Texas and further the on-going research to find a cure for this debilitating disease.

Our attendees are passionate about our financial supporters. Between the folks in attendance and the big audience on social media, you'll be a massive part of our great cause and good time. In addition to that, your company will receive the perks to the right.

\$20,000

- \* Your company presents the Original Terlingua International Chili Cook-off
- \* Industry Exclusivity for entire event
- \* 12 complimentary entries to the Cook-off
- \* 12 Month logo placement on HWY 170, "The Texas Mountain Trail" Billboard at entry of Cook-off
- \* Two complimentary hotel rooms for Wednesday thru Saturday
- \* Brand featured as the presenting sponsor on the @TexasHumor social feed
  - \* Featured post on their Facebook page (700k followers)
  - \* Featured post on their Instagram feed (325k followers)
  - \* Featured post on their X feed (700k followers)
  - \* Presenting sponsor call-out on their blog posts about chili
  - \* Presenting sponsor on video content shared to their audience
  - Feature on their Instagram stories while they attend the event
  - Feature on their Facebook stories while they attend the event
- Your company's logo listed as the presenting sponsor in all digital/print promos, on the Cook-off website and in their social media
- Recognized as judges table sponsor for entire event
- Placement on the ALS corporate partners web page
- ALS social media posts
- Premiere Banner placement throughout event
- Company name recognition during any public remarks
- Company representation at the judges tables for all competitions
- Opportunity to announce 1st place winner of Chili Cook-off
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package

# Habanero Pepper

\$10,000

- \* Your company is the presenting sponsor of all music performances
- \* 10 complimentary entries to the Cook-off
- \* Banner placement around the presenting stage
- \* 12 Month logo placement on HWY 170, “The Texas Mountain Trail” Billboard at entry of Cook-off
- Brand featured on @TexasHumor social feed
  - Your brand featured on their Instagram stories while they attend the event (325k followers)
  - Your brand featured on their Facebook stories while they attend the event (700k followers)
  - Shout outs on their X account (700k followers)
- Your company’s logo listed as a sponsor in promotions online and in print
  - Cook-off Posters
  - Cook-off website
  - Cook-off Social media posts
  - Cook-off T-shirts
- Recognized as judges table sponsor for entire event
- Placement on the ALS corporate partners webpage
- ALS Association Social Media Posts
- Premiere Banner placement throughout event
- Company name recognition during public remarks
- Company representation at the judges tables for all competitions
- Opportunity to announce 1st place winner of Friday’s contests
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package.

The peppers with this package are plenty spicy because you’ll be presenting our musicians, which is a pretty popular thing to do.

Your brand will get featured by our friends at @TexasHumor to their **1.5 Million followers** on social media, which is quite the audience.

Your company will be closely associated with the good time everyone has every night after each day’s festivities. A company that throws a good party in the desert, is a popular kinda company around our Cook-off. In addition to that, your company will receive the perks to the left.



# Ancho Pepper

During the several days that we are in attendance, we hold several events to raise money for ALS research. As an Ancho Pepper level sponsor, you can be a presenting sponsor of the various events and fundraisers we have on site.

@TexasHumor will feature your brand to their **1.5 Million followers** on Instagram and Facebook. They'll call out your generosity to their large audience as they see attendees open up their pocketbooks for this great cause.

Your company will be closely associated with the charitable portion of what we do in Terlingua every year. In addition to that, your company will receive the perks to the right.

\$5,000

- \* Your company is the presenting sponsor of the various fundraising events and raffles held to raise additional money for ALS research and support.
- \* 12 Month logo placement on HWY 170, "The Texas Mountain Trail", billboard at entry of Cook-off
- \* 8 complimentary entries to the Cook-off
- Brand featured on @TexasHumor social feed
  - Your brand featured on their Instagram stories while they attend the event (325k followers)
  - Your brand featured on their Facebook stories while they attend the event (700k followers)
  - Shout outs on their X account (700k followers)
- Your company's logo listed as a sponsor in all promotions online and in print
  - Cook-off Posters
  - Cook-off website
  - Cook-off Social media posts
  - Cook-off T-shirts
- Recognized as judges table sponsor for entire event
- Placement on the ALS corporate partners webpage
- The ALS social media posts
- Premiere Banner placement throughout event
- Company name recognition during public remarks
- Company representation at the judges tables for all competitions
- Opportunity to announce 1st place winner of Last Chance Chili Cook-off
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package.

# Cayenne Pepper

\$3,000

- \* 5 complimentary entries to the Cook-off
- Brand featured on @TexasHumor social feed
  - Your brand featured on their Instagram stories while they attend the event (325k followers)
  - Shout outs on their X account (700k followers)
- Your company's logo listed as a sponsor in all promotions online and in print
  - Cook-off Posters
  - Cook-off website
  - Cook-off Social media posts
  - Cook-off T-shirts
- The ALS Association social media posts
- Banner placement throughout event
- Company name recognition during public remarks
- Company representation at the judges tables for Last Chance Chili Cook-off, and Friday contests.
- Opportunity to announce 1st place winner of Last Chance Chili Cook-off
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package

Supporters at this level are the lifeblood of the Cook-off. You'll be helping pay for the infrastructure and overall operation of the cook-off without breaking the bank.

You'll get featured by our friends at @TexasHumor to their **1 million followers** on Twitter and Instagram, which ain't too bad for this price.

Folks at the festival and at home will see the support you're giving our great event. In exchange for your support, your company will receive the perks to the left.

# Serrano Pepper

You don't have to break the bank to support our cook-off. The Serrano Pepper package is a great way to help keep this great tradition alive and get some great exposure while you're at it.

You'll get featured by our friends at @TexasHumor to their **700k followers** on X, which is pretty spicy if you ask us.

In addition to that, you'll receive the perks to the right.

\$2,000

- \* 2 complimentary entries to the Cook-off
- Brand featured on @TexasHumor social feed
  - Shout outs on their X account (700k followers)
- Your company listed as a sponsor in all promotions online and in print
  - Cook-off Posters
  - Cook-off website
  - Cook-off Social media posts
  - Cook-off T-shirts
- Banner placement throughout event
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package

# Jalapeño Pepper

\$1,000

- \* 2 complimentary entries to the Cook-off
- Your company listed as a sponsor in the following promotions
  - Cook-off website and poster
  - Cook-off Social media posts
  - Cook-off T-shirts
- Signage at the event
- Opportunity to provide giveaways to contestants, participants, and spectators

\* Exclusive to this package

Help keep the great tradition alive with our Jalapeño Pepper package sponsorship level.

It's mild enough that even small businesses can get in on the action without any heartburn.

Your company will be featured in front of the thousands of attendees on a daily basis.

Additionally, you'll receive the perks to the left.

# Let's Party with a Purpose

We'd love to have you as a corporate sponsor! Remember we are a 501c3 non-profit and all sponsorships are 100% tax deductible! If you're interested in customizing a package or partnering in a way that you don't see here, let us know. If you have any questions at all, please email either [abowlofred@gmail.com](mailto:abowlofred@gmail.com), President Kathleen Tolbert Ryan at [ktryan97@gmail.com](mailto:ktryan97@gmail.com), or to Sponsorship Coordinator Terry Hanson at [thethanson@gmail.com](mailto:thethanson@gmail.com).

If you're ready to become a sponsor, send Terry or Kathleen an email at any of the email address listed above and let us know what sponsorship level you'd like to commit to. We accept checks, credit cards, and Venmo. We will invoice you right away!

Kathleen Tolbert Ryan (Frank X. Tolbert's daughter)  
2832 Rock Port Cove  
Grapevine, TX 76051  
817.653.0988  
[www.abowlofred.com](http://www.abowlofred.com)



**Come Chili With Us, Y'all!**

[www.abowlofred.com](http://www.abowlofred.com)