

# SPONSORSHIP PACKET



SPA CITY FOOD TRUCK FESTIVAL  
AND  
BIG STEAM MUSIC FESTIVAL

DOWNTOWN HOT SPRINGS, ARKANSAS  
SEPT 25th-26th, 2026



# Sponsorship Packet

## Spa City Food Truck Festival and Big Steam Music Festival

Downtown Hot Springs, Arkansas

Friday, September 25, 2026 | Saturday, September 26, 2026

<b>Friday, Sept. 25</b> 4:30 PM - 9:30 PM	<b>Saturday, Sept. 26</b> 10:30 AM - 9:30 PM
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Last year, the combined festival drew more than 12,000 attendees across the weekend. We are planning an even larger event in 2026 and invite local and regional partners to help us grow the experience.

Thank you for your interest in supporting our Downtown Hot Springs festival weekend. Your sponsorship helps expand the event footprint, improve the guest experience, and strengthen the cultural and economic impact of the festival.

<b>Checks payable to</b> Spa City Food Truck	<b>Logo submission</b> spacityfoodtruck@gmail.com
<b>Beneficiary</b> Hot Springs Area Cultural Alliance	<b>Included contacts</b> Committee team listed inside

## Sponsorship Opportunities

Each sponsorship level provides strong event visibility while helping us deliver a memorable festival weekend in Downtown Hot Springs.

<b>Premier Sponsorship</b> <b>\$10,000.00</b> <ul style="list-style-type: none"><li>• Sponsor name and logo associated with the festival</li><li>• Name and logo on stage</li><li>• Exhibitor space</li><li>• Name and logo on all event signage</li><li>• Name and logo on event page and social media</li><li>• 10 VIP passes and festival t-shirts</li></ul>	<b>Blues VIP / Artist Tent Sponsorship</b> <b>\$5,000.00</b> <ul style="list-style-type: none"><li>• Sponsor name and logo associated with the festival</li><li>• Name and logo on stage, VIP area, and artist tent</li><li>• Name and logo on event signage and event page</li><li>• 6 VIP passes and festival t-shirts</li></ul>
<b>All Aboard Stage Sponsorship</b> <b>\$2,500.00</b> <ul style="list-style-type: none"><li>• Logo featured on large stage banner and in VIP area</li><li>• Recognition on festival t-shirts and event poster</li><li>• Verbal recognition from the stage</li></ul>	<b>Good Times Table / Chair Sponsorship</b> <b>\$1,000.00</b> <ul style="list-style-type: none"><li>• Sponsor logo on festival signage</li><li>• Sponsor logo on festival t-shirt</li><li>• 2 VIP passes and festival t-shirts</li></ul>

- Social media promotion
- 4 VIP passes and festival t-shirts

### **Friends of the Festival**

**\$500.00**

- Sponsor logo on festival signage
- Sponsor logo on festival t-shirt

### **Questions?**

#### **Committee Team**

Megan Weatherford | 501-276-7945

Rick Sieck | 501-844-6690

Chris Lackey | 501-276-4122

Kim Weatherford | 501-520-1351

**Please send all logos to [spacityfoodtruck@gmail.com](mailto:spacityfoodtruck@gmail.com)**

## Sponsorship Benefits at a Glance

Recognition / Benefit	Premier	VIP / Artist Tent	Stage	Table / Chair	Friends
Festival association	Yes	Yes	-	-	-
Name / logo on stage	Yes	Yes	Banner + mention	-	-
Exhibitor space	Yes	-	-	-	-
Signage inclusion	All signage	Event signage	VIP + poster	Festival signage	Festival signage
Event page listing	Yes	Yes	-	-	-
Social media promotion	Yes	-	Yes	-	-
VIP passes	10	6	4	2	-
Festival t-shirts	Yes	Yes	Yes	Yes	Yes

## Sponsorship Application

<b>Company name</b>	_____
<b>Contact name</b>	_____
<b>Email</b>	_____
<b>Phone number</b>	_____
<b>Sponsorship level / amount</b>	_____
<b>Signature of contact</b> _____	<b>Date</b> _____

### Submission Notes

Please make all checks payable to Spa City Food Truck. Send all sponsor logos to [spacityfoodtruck@gmail.com](mailto:spacityfoodtruck@gmail.com). Thank you for supporting an event that benefits the Hot Springs Area Cultural Alliance.