

# BIG GAS TEXAS

**MUSIC & FOOD FESTIVAL**

**SPONSOR DECK 2024**

**MAY 10, 11, & 12 2024 • MONTGOMERY COUNTY FAIRGOUNDS**

# BIG AS TEXAS

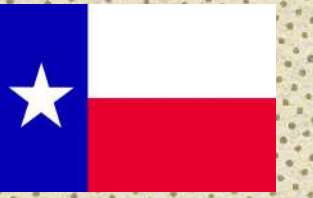
MAY 10, 11, & 12 2024 • MONTGOMERY COUNTY, TEXAS

BIG AS TEXAS is a collaboration of two well known and quality Mo' County institutions: Dosey Doe and Inspire Productions. A celebration of all things elemental to the Lone Star State- great music, amazing food, and giving back to the community.

On Mother's Day Weekend, 2024, our experienced staff will launch it's inaugural BIG AS TEXAS festival on the MASSIVE Montgomery County Fairgrounds with one goal in mind: creating the nation's largest outdoor country music festival.

Our 3 stages will present current to legendary nationally acclaimed Country and Americana artists on a sprawling festival campus that will host organizations that show we all care about our community, family and those in need. Texas cuisine, car shows, a carnival, craft booths, equestrian activities, on site residences and family fun will span as far as the eye can see.





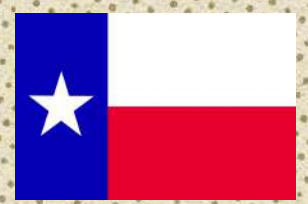
## EXECUTIVE SUMMARY

It's no secret that Texas has one of the fastest growing populations in the country. From California to New York, Americans are flocking to the Lone Star State at record rates seeking a friendly business environment, low tax rates, and coveted Texas culture. Moreover, these trends in population growth are causing once small to medium size counties to show record growth. Montgomery County is one such example. Though a short trek to the state's largest metropolis, Houston, Montgomery County has evolved culturally and financially as an independent hub. One of the nation's fastest growing cities, Conroe, is located here. As populations grow and culture coagulates, the need to commute to Houston for food and fun dwindles. Nonetheless, Montgomery County does NOT have a major country music festival featuring top-tier talent. This population growth has created a vacuum just itching to be filled. Therein enters 'Big As Texas.' The festival will couple top-tier touring national talent with all the amazing food, drink, and fun the region has to offer. The festival will serve as a spotlight on all Montgomery County has to offer from hotels to restaurants to shopping. Big As Texas will also seek to give back to its host city. 10% of all proceeds will go to mental health and suicide prevention organizations. Giving back to service members and investing in the wellness of our community is built into Inspire and Big As Texas' DNA. It is what we do.

# 2024 LINEUP

With a name like 'Big As Texas', it is 'go big or go home.'

We are immensely proud of our world-class 2024 lineup!



<b>THOMAS RHETT</b>	<b>DIERKS BENTLEY</b>	<b>BILLY STRINGS</b>	
<b>DWIGHT YOAKAM</b>	<b>CLAY WALKER</b>	<b>MORGAN WADE</b>	<b>WARREN ZEIDERS</b>
<b>COREY KENT</b>	<b>THE FEARLESS FLYERS</b>	<b>LOS LOBOS</b>	<b>ALANA SPRINGSTEEN</b>
<b>MADDIE &amp; TAE</b>	<b>TRACY BYRD</b>	<b>BRELAND</b>	<b>ANNE WILSON</b>




















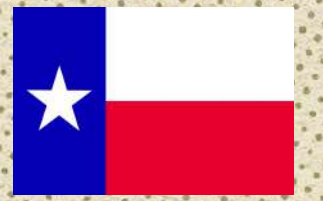
3 DAYS OF BANDS, BRISKET, AND BEERS  [TICKETS: BIGASTEXASFEST.COM](https://bigastexasfest.com)

DRAKE MILLIGAN • 49 WINCHESTER • JAMESTOWN REVIVAL • AMANDA SHIRES • COLT FORD  
 SMITHFIELD • BABY BASH • BUFFALO NICHOLS • MACKENZIE PORTER • CHASE MATTHEW  
 DREW PARKER • BRAXTON KEITH • KIDD G • WAR HIPPIES • KATE WATSON • SCOTTY ALEXANDER  
 JEAN WATTS • JULIA COLE • TRENT COWIE • THE HEELS • DREW RYN  
 • ALONG WITH THROWDOWN WINNERS GARRISON NUNN AND CALEB YOUNG! •

**MAY 10-11-12, 2024**  **MONTGOMERY COUNTY FAIRGROUNDS**

10% OF TICKET PROCEEDS TO BENEFIT SUICIDE PREVENTION AND MENTAL HEALTH 501C3 ORGS



## SPONSOR OPPORTUNITIES

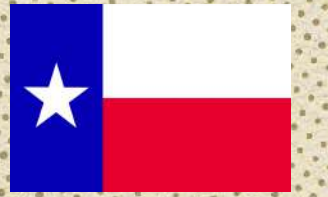


Big As Texas seeks long term sponsor partners who add value to the overall attendee experience of our festival. We offer comprehensive opportunities to engage our attendees in an experiential setting that can rarely be replicated. From our announcement to the onsite execution, Big As Texas aims to maximize sponsor ROI at every turn while creating an unmatched experience for fans.

### CATEGORIES

- BEER
- WINE
- SPIRITS
- AUTO
- CELLULAR
- INTERNET
- GROCER
- RETAIL
- TOBACCO
- REAL ESTATE
- A/C AND HEATING
- MORE!

# SPONSOR PROPERTIES



- Stage naming rights ( main and 3rd )
- Tent naming
- Customer interaction
- Experiential marketing
- Sampling
- Category exclusivity
- Brick and mortar engagement pre event
- Data acquisition
- Giveaways
- Logo on scrim



- Onsite visibility
- Wristband branding
- Charging stations
- Big screen presenters
- Sponsor footprint
- VIP giveaways bags
- Marketing materials
- Corporate cabanas

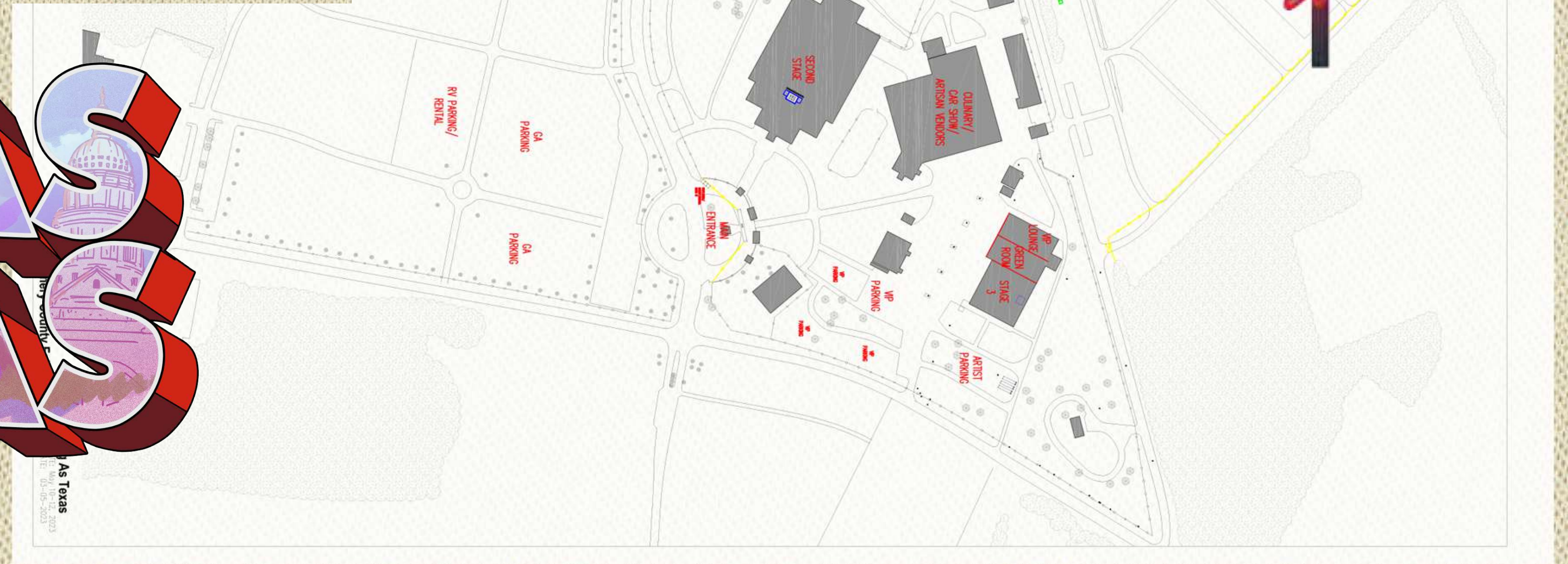
# The site

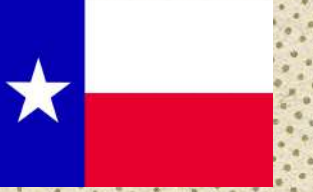
## MONTGOMERY COUNTY FAIRGROUNDS

9201 Airport Road  
Conroe, Texas 77303

The Montgomery County Fairgrounds is a sprawling, 35+ acre venue composed of an enormous grass fair grounds, a 5000 person seated arena, various covered areas and self contained structures, as well as convention facilities. The location is uniquely positioned in one of the fastest growing counties in the country as well as just outside the 4th largest city in the nation. easily accessed by major freeway I-45, The Montgomery County Fairgrounds is a 'fully functional' festival grounds with all of the amenities of a stadium or arena yet with the open air festival feel..

# BIG TEXAS





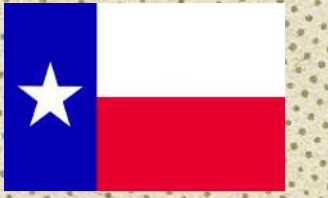
## BY THE NUMBERS

- Projected Daily Attendance: 50,000 – 85,000
- Projected Food and Bev Sales: \$1.6 Million
- Projected Economic Impact to Local Economy:  
\$10 Million
- Regional population: 7 million+
- Media Impressions: 25 Million
- Full Time Job Equivalents: 300





## GIVING BACK



Both Dosey Doe & Inspire Productions have a long history of giving back to the community which has given us so much. Dosey Doe has hosted events that have raised over 15 million dollars for organizations such as Raising a Hand for Rett, Baseball for Babies, Real Life Real Music Foundation. From foster care/ adoption to finding cures, hurricane assistance to covid assistance the Dosey Doe Barn has always been ready to lend a hand. Inspire Productions has participated in collecting hundreds of tons of food bank items and has donated cash to needy organizations all its desire to engage in philanthropic organizations. 10% of all tickets sold will go to the benefit of mental health and suicide prevention organizations. In addition, the festival will feature several components that donate 100% of their respective revenues such as an auction of highly-sought after items.

**FOR MORE INFO CONTACT TREY DILLER AT [TREY@INSPIREPROD.COM](mailto:TREY@INSPIREPROD.COM)**