



ROUND ROCK 2027

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

MARCH 20-21, 2027 • OLD SETTLERS PARK

Big crowds. Big flavor. Texas-sized brand exposure.

SUPPORT THE FESTIVAL. GROW YOUR BRAND.

PROVEN REACH

YOUR BRAND. BIGGER REACH.

A traveling Texas festival built around food, live entertainment, competitions, shopping and memorable pickle-themed experiences.

1.5M

FACEBOOK VIEWS

651,141

VIEWERS

36.8K

PAGE VISITS

15.3K

CONTENT INTERACTIONS

88.9% OF VIEWS FROM NON-FOLLOWERS

Facebook performance: September 8–October 5, 2026. Source: supplied Meta Business Suite screenshot. Views and viewers are separate metrics.



40,000+

NEW BRAUNFELS ATTENDEES

~17,000

SAN ANTONIO-AREA ATTENDEES

THE FESTIVAL EXPERIENCE

ROUND ROCK IS GETTING PICKLED.



BIG FLAVOR



BIG PERSONALITY



BIG COMPETITION

Two days of shopping, food, entertainment and interactive experiences designed to keep guests engaged throughout the day.

130+ vendors planned

VIPickle experience

Pickled Pet Parade

Pickleball experience

Main stage + live music

Pickle eating + juice contests

Home canning competition

Family-friendly fun

BECOME PART OF THE FESTIVAL EXPERIENCE.

STANDARD SPONSORSHIPS

CHOOSE YOUR LEVEL OF PICKLE.

PICKLE PAL	\$500
LOCAL RECOGNITION • Name on sponsor webpage • Group sponsor thank-you • 2 festival tickets	
DILL	\$2,500
MEANINGFUL VISIBILITY • Premium 10×10 space • Dedicated social feature • 10 festival tickets • PA recognition	
BIG DILL	\$5,000
HIGH-IMPACT EXPOSURE • Premium 10×20 space • Expanded digital + onsite recognition • 20 festival tickets • PA recognition	

Commercial and lead-generation businesses may be directed to sponsorship opportunities rather than artisan vendor pricing.

SIGNATURE PARTNERSHIPS

OWN A FESTIVAL EXPERIENCE.



PICKLED PET PARADE

\$5,000

Exclusive naming rights, parade-area branding, premium 10×10 activation, social promotion, PA recognition and 10 tickets.

IN A PICKLE CHAMPIONSHIPS

\$7,500

Brand integration across signature competitions, contact area signage, on-site

VI PICKLE EXPERIENCE

Exclusive naming rights to the premium guest experience, dominant VIP branding, adjacent activation, digital promotion, PA recognition and 25 VIP tickets.

\$10,000

MAIN STAGE

Name the festival's centerpiece stage, receive prominent stage-area branding, entertainment-schedule recognition, premium 10×20 activation and 25 tickets.

\$12,500

EXCLUSIVE TITLE PARTNERSHIP

THE PICKLEBALL EXPERIENCE

STARTING AT \$15,000

Create an interactive area that guests participate in, watch, film and share. The goal is an experience that puts your brand in the middle of the action.



PROPOSED ACTIVITIES

- | | |
|--------------------|------------------------------|
| Try Pickleball | Skills Challenges |
| Kids Pickleball | Beat-the-Pro |
| Exhibition Matches | Mini Tournament |
| Giveaways | Influencer / Celebrity Match |

TWO-PART PARTNERSHIP STRATEGY

A pickleball organization can help operate the experience while a corporate partner purchases naming rights and brand integration.

PREMIER OPPORTUNITY

BECOME THE PRESENTING PARTNER



STARTING AT \$25,000

IN A PICKLE FESTIVAL® — ROUND ROCK PRESENTED BY [YOUR BRAND]

A customized partnership built around your goals, with significant integration into the festival experience.

Festival naming integration

Premium activation space

Digital campaign integration

VIPickle access

Applicable media / PR recognition

Dominant onsite branding

Category exclusivity

Main-stage recognition

Client & employee tickets

National or multi-market brand? Ask about customized partnerships extending into additional Texas markets.

LET'S BUILD SOMETHING MEMORABLE

READY TO GET IN A PICKLE?



Tell us what your brand wants to accomplish, and we'll help identify the sponsorship, activation or custom partnership that fits.

Build visibility before festival weekend.

Connect with guests through a branded experience.

Use tickets and VIP access for customers and employees.

Explore category exclusivity and custom activations.

SPONSORSHIP INQUIRIES
InAPickleFest.com