

The logo for Energy Fest 2025 features the word "energy" in a sans-serif font with a color gradient from green to blue. The word "fest" is written in a cursive script in orange, and "2025" is in a white sans-serif font below it.

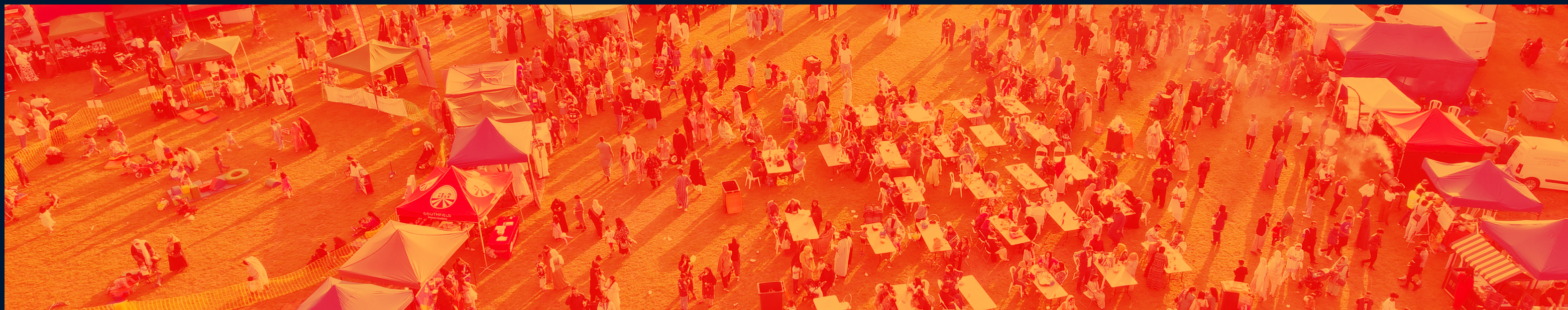
energy *fest*
2025

An aerial photograph of a large festival with many tents and people, overlaid with a dark orange gradient.

Sponsorship
Opportunities

About energyfest

We are thrilled to announce the return of energyfest, the premier community event in West Houston's Energy Corridor, after a decade-long hiatus. This vibrant festival unites thousands of attendees, including major corporations, local businesses, and residents, celebrating the dynamic spirit of our community. As a sponsor, you'll have the unique opportunity to showcase your brand to a diverse and engaged audience, positioning your organization at the heart of this highly anticipated relaunch.



Title Sponsor – \$25,000

Ideal Partner



- **Energy and Engineering Companies:** Perfect for oil & gas, renewable energy, and engineering firms aiming to showcase their community involvement and engage directly with local audiences.
- **Hospitality and Restaurant Groups:** Ideal for businesses seeking visibility among festival-goers, positioning themselves as go-to choices within the Energy Corridor community.
- **Regional Service Providers and Consultancies:** Companies in the Energy Corridor, including legal, financial, and management consulting, looking to strengthen local ties and increase brand recognition.

Primary Visibility



- **Exclusive, prominent logo placement** on all festival materials, including social media, website, email newsletters, digital ads, and on-site signage.
- **Name or logo highlighted as "Festival Sponsor"** in press releases and media coverage.
- **Branded presence** at the festival entrance point

VIP Perks



- **10 VIP Festival Admissions** with energyfest swag canvas bag and commemorative energyfest plastic stein.
- VIP ticket holders enjoy **stein refills at a reduced price** for beer or soda.

Event Engagement



- **10x10 booth space** at festival entrance for sponsor setup and promotion as desired.
- **Opportunity for on-stage mentions** during festival opening and closing ceremonies.

Post-Event Recognition



- **Featured in the post-festival edition of the energyfest newsletter**, shared with all Energy Corridor District subscribers.
- **Media Highlights (photos/videos)** emailed to you post-event featuring sponsor branding and attendee interaction throughout the festival for extended post-event exposure.

Energy Stage Sponsor – \$15,000



Get ready for a day packed with unforgettable music and entertainment at the **energyfest Mainstage!** The heart and soul of the festival, the Mainstage will feature an incredible lineup of some of Houston’s best local bands and musical talent, offering a showcase of sounds that capture the vibrant energy of our city.

Kicking off the festivities, a live DJ will set the tone with upbeat tracks to keep the energy flowing all afternoon. As the day unfolds, enjoy performances from a diverse range of Houston-area artists, with a few surprise acts mixed in to keep you on your toes! From the latest hits to local favorites, the Mainstage promises non-stop entertainment that’s sure to please every festival-goer.

Grab your friends, find your spot, and enjoy the electric atmosphere as the Mainstage brings energyfest to life. It’s the ultimate place to celebrate community, culture, and music!

Ideal Partner



- **Entertainment and Music Industry Brands:** Ideal for businesses with a strong connection to music, entertainment, or live events that want direct exposure to a festival audience.
- **Beverage or Lifestyle Brands:** Perfect for brands looking to associate with a high-energy atmosphere and gain visibility among music and festival enthusiasts.
- **Local or Regional Businesses:** Companies aiming to increase community presence and local brand recognition within the Energy Corridor District.

Focused Visibility



- **Sole or Prominent Logo Placement** on the Mainstage, ensuring visibility throughout the festival.
- Featured on all **Mainstage promotional materials**, including physical and digital forms, and headliner-specific promotional pieces.
- **Festival Website and Energy Corridor Social Media:** Logo representation across official festival digital platforms to reach both pre-event and day-of audiences.

VIP Perks



- **5 VIP Festival Admissions**, each with an energyfest swag canvas bag and commemorative plastic stein.
- VIP ticket holders enjoy **discounted stein refills** for beer or soda.

Event Engagement



- **10x10 Booth Space** at the festival, available for brand promotion, activations, or giveaways.
- **Naming Opportunity** for specific Mainstage areas or activations (e.g., branded band merch tent).

Post-Event Recognition



- **Sponsor Spotlight** in the post-festival energyfest newsletter, reaching Energy Corridor District subscribers.
- **Media Highlights (photo/video)** showcasing sponsor branding and attendee engagement with the Mainstage, providing post-event exposure and tangible examples of brand impact.

Brew Lawn Sponsor– \$10,000

Kick back and enjoy the festival in style at the **energyfest Beer Garden!** This exclusive area offers a one-of-a-kind experience with the best seat in the house—literally. As the festival’s only designated seating area, the Beer Garden features comfortable barstools and cocktail tables, creating the perfect spot to relax with friends while soaking in the energyfest atmosphere.

For those who don’t want to miss a single mainstage moment, the Beer Garden includes a large viewing screen with sound, allowing you to catch all the headliner performances and entertainment in real-time, even from afar. Raise a glass with your commemorative energyfest stein, grab a refreshing drink, and enjoy an immersive festival experience with a front-row vibe.

Whether you’re here for the music, the energy, or just a place to unwind, the **energyfest Beer Garden** has you covered. Don’t miss this prime spot for a unique view of the mainstage action!

Focused Visibility



- **Prominent Logo Placement** on all digital and promotional materials specific to the Beer Garden attraction.
- **Logo Featured** on Commemorative Beer Steins, offering high-visibility branding as attendees receive their steins at VIP entrances.
- **Inclusion in Beer Garden**—specific social media posts, emails, and festival web pages for targeted audience engagement.
- **Periodic logo placement** on mainstage screens during the festival

VIP Perks



- **5 VIP Festival Admissions**, each with an energyfest swag canvas bag and commemorative plastic stein.
- VIP ticket holders enjoy **discounted stein refills** for beer or soda.

Event

Engagement



- **10x10 Booth Space** at the Beer Garden, available for brand promotion, activations, or giveaways.
- **Naming Opportunity** for Beer Garden-hosted activities or unique experiences, such as a happy hour or branded drink specials.

Post-Event Recognition



- **Sponsor Spotlight** in the post-festival energyfest newsletter, reaching all Energy Corridor District subscribers.
- **Media Highlights (photo/video)**: featuring sponsor branding and attendee interaction within the Beer Garden for extended post-event exposure.

Thrive Here Corridor Sponsor- \$10,000



Step into the heart of energyfest with the Thrive Here Pavilion! This bustling hub celebrates the best of the Energy Corridor by showcasing a diverse mix of local businesses, innovative merchants, and visiting vendors. The pavilion offers a unique blend of retail, service providers, and community organizations, creating an engaging environment where festival-goers can explore products and services from businesses rooted in and supportive of the Energy Corridor's growth and culture.

The Thrive Pavilion also features a lively Food & Beverage Row with a selection of delicious, non-alcoholic refreshments provided by Energy Corridor restaurants and visiting food vendors. With signage throughout the pavilion highlighting each exhibitor, guests can easily discover local gems, meet industry leaders, and connect with businesses that make the Energy Corridor thrive.

Come see firsthand what makes the Energy Corridor a vibrant and dynamic community, and enjoy an array of interactive experiences, exclusive offers, and a true taste of local flavor!

Ideal Partner



- **Corporate and Professional Service Firms:** Ideal for businesses such as consulting, finance, and tech companies seeking local brand engagement and visibility among a diverse audience.
- **Real Estate and Development Companies:** A strategic fit for businesses invested in the growth and success of the Energy Corridor, benefiting from direct exposure to area residents and professionals.
- **Local Retailers and Community-Focused Brands:** Especially suited for brands wanting to promote their products or services to a community-oriented crowd, including small businesses in the Corridor or nearby areas.

Focused Visibility



- **Prominent Logo Placement** across all digital and promotional materials specific to the Thrive in the Corridor pavilion.
- **Signage and Logo Placement** throughout the pavilion, particularly in high-traffic areas like the food and beverage row, maximizing brand visibility for both local and visiting festival-goers.
- **Inclusion in Thrive**-specific social media posts, emails, and festival web pages targeting community engagement.
- **Periodic logo placement** on mainstage screens during the festival

VIP Perks



- **5 VIP Festival Admissions**, each with an energyfest swag canvas bag and commemorative plastic stein.
- VIP ticket holders enjoy **discounted stein refills** for soda.

Event Engagement



- **10x10 Booth Space** in the Thrive pavilion, available for brand promotion, activations, or giveaways.
- **Naming Opportunity** for pavilion-based experiences or branded spaces, creating further brand alignment within the hub of exhibitor activity.

Post-Event Recognition



- **Sponsor Spotlight** in the post-festival energyfest newsletter, reaching all Energy Corridor District subscribers.
- **Media Highlights (photo/video):** capturing sponsor branding and attendee engagement throughout the Thrive Here Pavilion, offering valuable post-event exposure.

Adventure Alley Sponsor – \$10,000



For thrill-seekers and fun-lovers alike, the **energyfest Activity Zone** is the ultimate playground! Packed with exciting attractions for all ages, this action-filled area features a variety of interactive activities to keep the adventure going all day long.

Scale new heights on the rock climbing walls, test your courage with bungee jumps, and challenge your friends to classic carnival games or cutting-edge video games. Whether you're looking for high-energy fun or a friendly competition, the Activity Zone has something for everyone, making it the perfect spot for families, friends, and festival-goers of all kinds.

With so much to see and do, the energyfest Activity Zone is where memories are made. Come join the excitement and see why this part of the festival is a can't-miss experience!

Ideal Partner



- **Entertainment and Recreation Companies:** Ideal for businesses in the leisure, sports, or entertainment industries looking to engage families and young professionals.
- **Retail Brands Targeting Youth and Families:** Perfect for brands offering products or services that appeal to children, teens, and parents, including apparel, toys, and family-friendly activities.
- **Local Service Providers:** Great for gyms, fitness centers, and community organizations aiming to promote active lifestyles and connect with festival-goers through hands-on, memorable experiences.

Focused Visibility



- **Prominent Logo Placement** on all digital and promotional materials specific to the Activity Zone.
- **On-Site Signage** featuring the sponsor logo across Activity Zone entrances, ride areas, and attraction signage, ensuring high visibility.
- Included in **Activity Zone-specific social media posts, emails, and web pages** to highlight sponsor presence in this high-energy area.
- Periodic logo placement on mainstage screens during the festival

VIP Perks



- **5 VIP Festival Admissions**, each with an energyfest swag canvas bag and commemorative plastic stein.
- VIP ticket holders enjoy **discounted stein refills** for beer and soda.

Event Engagement



- **10x10 Booth Space** within the Activity Zone, perfect for brand promotion, giveaways, or interactive experiences that align with the fun atmosphere.
- **Naming Opportunity** for specific attractions or experiences within the Activity Zone, such as sponsoring a rock wall, carnival game, or video game station.

Post-Event Recognition



- **Sponsor Spotlight** in the post-festival energyfest newsletter, shared with all Energy Corridor District subscribers.
- **Media Highlights (photo/video):** showcasing sponsor branding, attendee engagement, and memorable moments within the Activity Zone, offering valuable post-event exposure.

Food Booths

- \$700 for non-Energy Corridor businesses, \$450 for Energy Corridor businesses.

Non-Food Booths

- \$600 for non-Energy Corridor businesses, \$350 for Energy Corridor businesses.

Booth Benefits

- 10x10 space for brand setup, allowing for on-site engagement with festival attendees.
- Recognition on the energyfest website as a booth exhibitor.