



# PECAN STREET FESTIVAL

## SPONSORSHIP DECK

**2026 SPRING & FALL FESTIVALS**

Pricing is per festival. Bundle deals available!

Spring	<b>MAY 9-10</b>
Fall	<b>SEPTEMBER 12-13</b>

**EXECUTIVE DIRECTOR**

Luis@specialeventslive.com  
cell: 512-574-6153



[www.pecanstreetfestival.org](http://www.pecanstreetfestival.org)

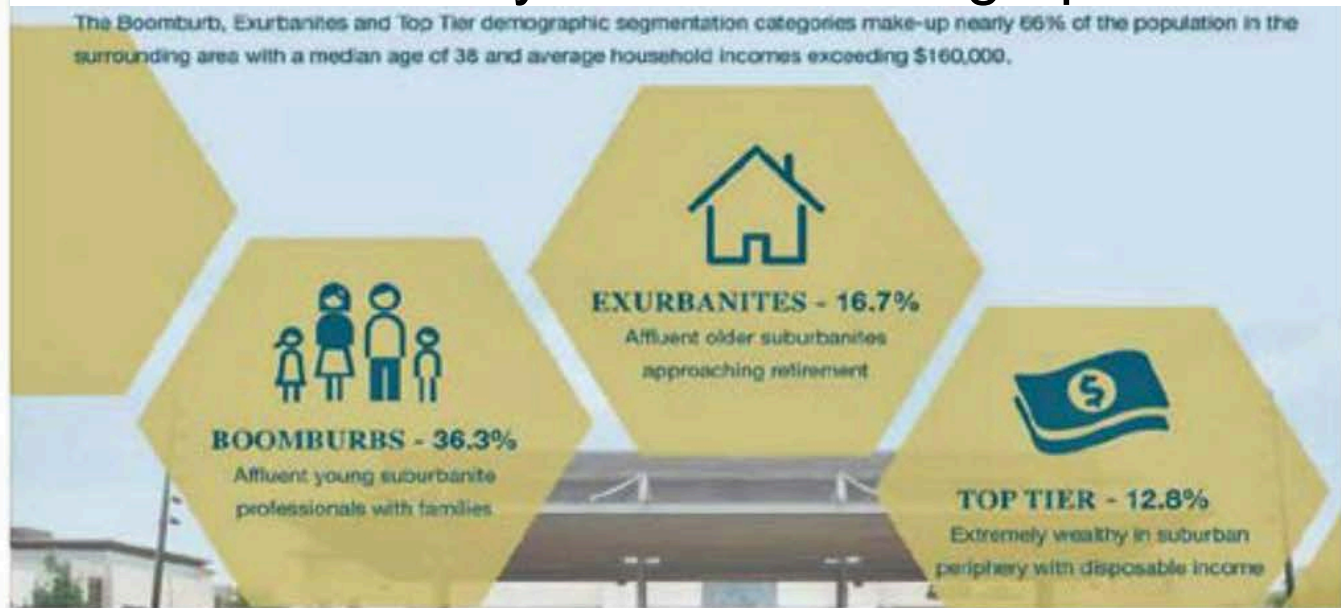


Pecan Street Festival is Central Texas's largest arts and music festival. After nearly five decades on Austin's historic Sixth Street, we celebrated our 50th anniversary in 2025 at the Hill Country Galleria and will return in 2026 for our 51st year.

Each season, the two-day festival brings 200+ vendors, 35+ music acts, 20+ food experiences, family activities, and sponsor activations to more than 400,000 attendees, generating 10M+ media impressions. Our \$30,000 bilingual media campaign spans TV, radio, social, print, and a billboard on IH-35. The festival has earned 20+ "Best of Austin" nominations.

The Hill Country Galleria is a state-of-the art lifestyle center just minutes from downtown Austin, TX. 152 acres of expansive natural beauty mixed with eclectic shopping, dining and entertainment, as well as first-class office and residential space in the heart of Bee Cave, TX, which possess the highest median income zip code in the metroplex.

## Hill Country Galleria Demographics



## Hill Country Galleria

### WHERE LIFE + STYLE CONNECT

Hill Country Galleria is the premier shopping, dining, daily needs, and entertainment center in the Bee Cave area. This destination services young, local families and draws consumers and visitors from Austin, Lake Travis, Highland Lakes, and all over the Texas Hill Country:

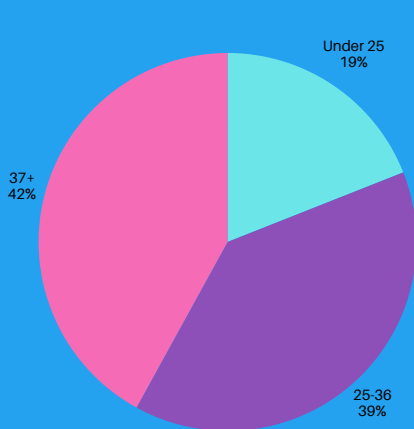
### QUICK FACTS

- Over 851,000 SF mixed-use project
- 565,432 SF Retail
- 285,938 SF Office
- Broad regional draw
- Explosive residential growth

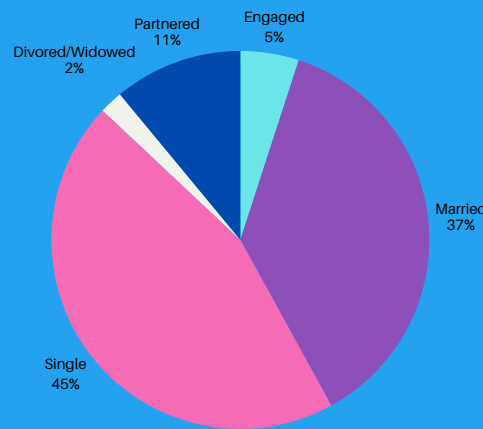
MEDIAN AGE		AVG HH INCOME	
1 MILE	37.1	1 MILE	\$166,552
3 MILE	36.3	3 MILE	\$170,879
5 MILE	39.8	5 MILE	\$166,667

# Austin Attendance Profile

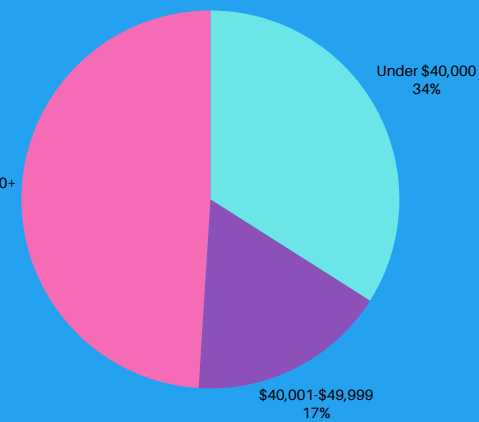
PecanStreet Festival is a popular event for families and people of all walks of life. Whether coming to enjoy world-class music, shop for high-end crafts, or peruse the specialty programming, the festival attracts people of all ages, incomes, and cultural backgrounds. There is no better event marketing experience in Austin.



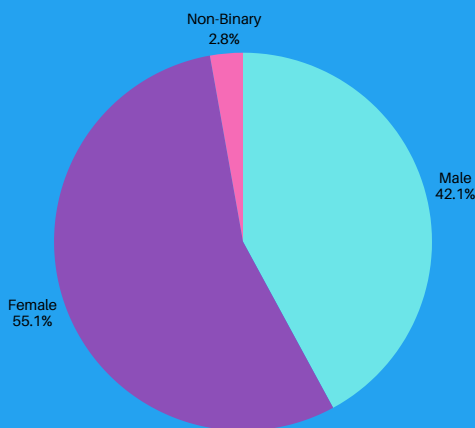
AGE



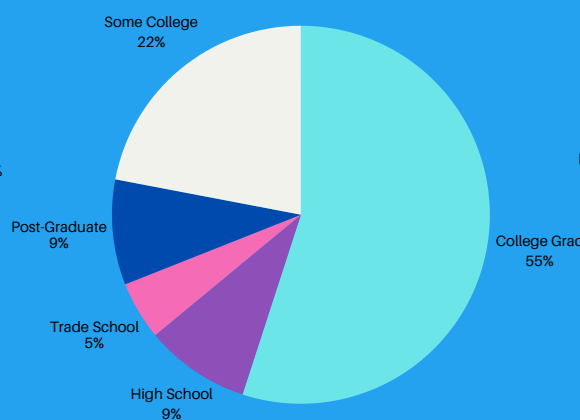
RELATIONSHIP STATUS



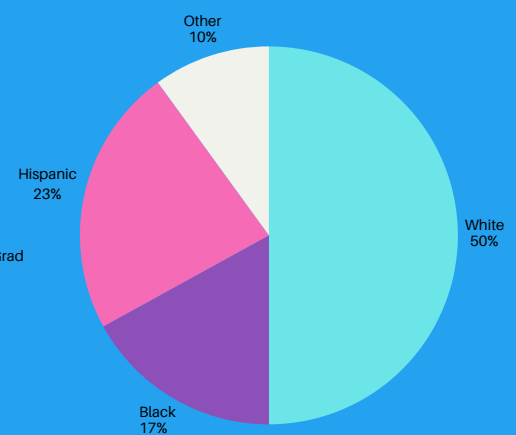
INCOME



GENDER



LEVEL OF EDUCATION



ETHNIC BACKGROUND

# Sponsorship Packages Overview



## Booth Sponsor

Ability to activate a 10x10 at the festival. Inclusion in digital and print media campaign.

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## Event Partner

Mid-level sponsorship with significant benefits such as prominent logo placement, inclusion in digital, print, TV, and radio media campaigns. Ability to activate a larger footprint and street team at the festival.

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## Stage Sponsor

All previous perks + branded scrims displayed at your sponsored stage. Stage recordings from your stage: "presented by [your brand]." Inclusion in billboard.

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## Title Sponsor

The highest level of sponsorship, including all previous perks + top-tier benefits such as headline sponsorship and speaking opportunities. Festival billed as "Pecan Street Festival presented by [your brand]." Main stage sponsorship included.





# Booth Sponsor



## Print Ads:

- Logo inclusion in 1 full-page, full-color ad in Austin Chronicle. (191,480+ impressions per week)

## Online Entertainment:

- Sponsor page: Logo and onsite activation promotional description with click thru to sponsor website.
- Facebook: Dedicated post 2 weeks prior to the event.
- Instagram: Dedicated post running 2 weeks prior to the event

## Media:

- Television: Name in festival title with logo inclusion in a minimum of 75 thirty-second spots running 2 weeks prior to the event via Spectrum and Fox 7

## Onsite Recognition:

- 10x10 footprint. Location determined by price point.

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# Event Partner



## Print Ads:

- Logo inclusion in 1 full-page, full-color ad in Austin Chronicle. (191,480+ impressions per week)

## Online Entertainment:

- NEW AT THIS TIER: Logo inclusion in “page take-over” on [Austin360.com](http://Austin360.com) (3.2M monthly pages views, 700,000 unique visitors)
- Sponsor page: Logo and onsite activation promotional description with click thru to sponsor website.
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## Media:

Television: Name in festival title with logo inclusion in a minimum of 75 thirty-second spots running 2 weeks prior to the event via Spectrum and Fox 7

NEW AT THIS TIER: Radio: Name inclusion in a minimum of 180 prerecorded or live spots via Waterloo Media family of radios and iHeart Media

## Onsite Recognition:

- NEW AT THIS TIER: Ability to activate a larger footprint and street team at the festival





# Stage Sponsor



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- Sponsor page: Logo and onsite activation promotional description with click thru to sponsor website.
- NEW AT THIS TIER: Dedicated post 2 weeks prior to and weekend of the event on Facebook, Instagram, and X.

## Media:

- Television: Name in festival title with logo inclusion in a minimum of 75 thirty-second spots running 2 weeks prior to the event via Spectrum and Fox 7
- Radio: Name inclusion in a minimum of 180 prerecorded or live spots via Waterloo Media family of radios and iHeart Media
- NEW AT THIS TIER: Inclusion on IH-35 billboard, strategically placed between San Antonio and Austin

## NEW AT THIS TIER:

### Map Inclusion:

- Your footprint denoted on the festival map with your logo

## Stage Branding:

- Sponsored stage decorated with branded scrims
- Emcee shout-outs at your stage
- Stage naming rights







# Title Sponsor



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## NEW AT THIS TIER:

### Event Branding:

- All marketing materials and event branding includes: "[your brand] presents: the 50th annual Pecan Street Festival"
- Logo inclusions throughout the festival on pedestrian barricades

### Custom Activation:

- Set up a large activation or split up your footprint to set up at festival entrances





# Media Impressions

Here is the gathered media campaign for Fall 2023, which includes Spanish language advertisements and the San Antonio market as well. **4,047,529** total media impressions:

- Sun Radio: 176,110
- KXAN: 829,000
- FOX 7: 206,000
- Spectrum: 428,610
- Waterloo Media: 156,947 digital
  - 100k video endorsements
  - KBPA, KGSR, KLBJ: 1,443,100 on-air
- Austin Chronicle: 282,000
- Austin American Statesman (digital): 234,714
- iHeart Media: 225,682 Austin area, 123,876 San Antonio

We have been running our billboard for our 2025 shows too, which generates over 2 million impressions per festival.



# Thank You

## Customization

Not finding something suitable to your needs? We're happy to work with you to provide a fully customized package designed to meet your marketing objectives and budget. We also offer bundle deals if you buy both spring/fall.



Thank you for your interest in partnering for the festival. Please reach out with any questions.

EST 1975  
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FESTIVAL**

THE PECAN STREET ASSOCIATION



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