



Weslaco Texas, Home of the Sweet 1015 Onion

TEXAS ONION FESTIVAL



CELEBRATING THE COMMUNITY AND AGRICULTURE OF WESLACO SINCE 1989

Sponsorship Guide 2026

Save the Date: Saturday, March 28, 2026

WWW.WESLACO.COM/TEXASONIONFEST | 956-968-2102

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TEXAS ONION FESTIVAL

About the Festival:

Texas Onion Fest is an annual event held in Weslaco, Texas, in the center of the Rio Grande Valley. The festival is produced by the Weslaco Area Chamber of Commerce to celebrate the sweet Texas 1015 Onion, developed by Dr. Leonard Pike at the Texas A&M AgriLife Extension Center.

The festival highlights the city's rich agriculture and promotes the organizations, businesses, and individuals that give Weslaco strong roots. Throughout the years, the Texas Onion Fest has become a trademark Weslaco event and a major event throughout the Rio Grande Valley!



Demographics:

Average festival attendance is over 30,000, based on the 2024 event. Festival attendees are a mix of local families and Winter Texans from throughout the Rio Grande Valley, demographics that festival coordinators take into consideration while selecting entertainment and activities. Winter Texan attendees comprise the majority of attendance throughout the morning and into the late afternoon, while local families comprise the majority of attendance in the early to late evening. Most spectators spend about three hours at the event, interacting with sales and food vendors, local businesses, competitions, children's activities, and entertainment.

Not to mention that we distributed over 20,000 pounds of FREE Sweet 1015 Onions courtesy of TexMex Sales in Weslaco!



SPONSORSHIP OPPORTUNITIES

Texas Onion Fest is the perfect opportunity to promote your organization, business, products, and services. The festival maximizes your advertising dollar by providing a unique opportunity with quality, high visibility promotion in a family friendly, engaging atmosphere.

Corporate marketing sponsorships play an integral role in the continued success of Texas Onion Fest. Please remember, the actual cash amount of your marketing sponsorship determines the value of the sponsorship. While we welcome and sometimes solicit the donations of goods or services (in-kind dollars), our operating expenses are extensive and are defrayed by corporate contributions. Upon approval of the Festival Committee, in-kind donations may be used to upgrade your sponsor level.

To ensure optimum promotion planning, we would like to know of your interest and commitment to invest in this year's Festival as soon as possible. Please return the enclosed application as soon as possible to ensure receipt of your preferred sponsorship level.

Features and benefits included below are guidelines, however we are happy to customize any package to best meet your organization's needs.

2025 TEXAS ONION FEST

EVENT AT A GLANCE REPORT

FESTIVAL ATTENDEES

An estimated **35,000** people were in attendance at Texas Onion Fest 2025. The daytime crowd is typically comprised of Winter Texans, while the evening crowd is mostly locals who come for the night time lineup. The festival took place in **Historic Downtown Weslaco**, which drew in an even larger crowd! and with the support of our sponsors this event is officially a **FREE** community Event!

FOOD AND VENDORS

The festival hosted a total of **181 vendors!** **49** Food vendors, and **132** market booths. This year the festival featured a variety of food selections and multiple onion blossom vendors! In addition we had several market vendors selling specialty 1015 Onion products such as freeze dried onion petals and onion ice cream!

CULINARY STAGE

The Culinary Stage featured:

1 Culinary Demonstration, and an Onion Industry Presentation by chamber member, TexMex Sales.

- Onion Industry Presentation by Mike Davis and Kristin Davis, owners of TexMex Sales of Weslaco and local Onion Growers.
- An onion distribution of **19,000 lbs** of onions donated by TexMex Sales, for distribution during the festival!
- Culinary demo by local Weslaco favorite, The Blue Onion, featuring owner Eric Arndt.

IN THE NEWS

Texas Onion Fest was featured in...

- **Billboards:** San Juan & Mercedes Livestock show grounds! with over **30,000** features.
- **Print:** Winter Texan Times and Welcome Home RGV, with engagements of over **100,000**.
- **Interviews:** KRGV Channel 5, Channel 5 News at noon, Noticias RGV(spanish), Take 5 talk show
- **Commercials:** KRGV air time from **3/10/25-3/22/25**
- **Radio:** English and Spanish radio spots on Super Tejano 102.1 **On Site Radio vehicle.**
- **Social Media:** Texas Onion Fest Page **664k views**, Weslaco Chamber Reach, Super Tejano Page **130K Reach** (Posts and Live activation), KRGV Facebook page **428K** following, TAKE 5 Facebook Page **17k** following.

ACTIVITIES & PERFORMANCES

Plenty to do at Texas Onion Fest!

- **Performance Stages**
 - **11 Music Performances on the Main Stage** sponsored by McCoy's Building Supply, AEP Texas, Frost Bank, HC PCTI-David Fuentes. Evening music featured Grupo Solido, Los Garcia Brothers, Chente Barrera, Midnight Run and Wreckless Texas, while our daytime shows included The Margarita Fender Show, Vinyl Spin, Curt James, Bruce Boudreau, Diego & Edith, and Chris Marshall.
 - **15 Performances on the Family Stage** sponsored by McDonalds. This stage features students, local music and dance groups. This year the stage also featured closing numbers by, Conjunto Pantera and Conjunto Salvaje two of WISD Conjunto student bands! Additionally to close this stage for the evening, we had Lucesita Divina y la Onda de Nuevo Leon as well as New Generation Band closing off the festival festival stage for the night!
- **Activities:**
 - **J. Gonzalez Charro Arena-Equestrian Performance** at the Charro Arena. **2 shows** with thousands in attendance.
 - **Car Show, 52+ Vehicles** in the Vantage Bank Classic Car Show & **7** competition awards!
 - **6 Large Carnival Rides** in the Kid Zone
 - **Knapp Healthy Family Area**, Festival attendees participated in an interactive health fair with over **20 booths**, received health information and giveaways at the Knapp Healthy Family Area!
 - **3 Contests including Famous Texas Onion Eating Contest** sponsored by Texas National Bank, with multiple competitions for all ages, the **Whataburger Mascot Dance Off, and Pet Costume Contest.**
 - **25 Golden Onion Giveaways!** (hidden downtown)
 - **1 Fashion Show** with Weslaco's Royal Court, sponsored by Lionel's Western Wear and Boutique
 - Story time with the Weslaco Royal Court held at public library
- **1015 Onion Documentary Screenings held at Memory blvd. throughout the day.**

NEW ACTIVITIES & PERFORMANCES

- **Expanded Festival** with...
 - Official contest stage on Kansas Ave.
 - Magic Shows scheduled throughout the day
 - Dino Animal Show by contacto animal, dino talks and activities (free)
 - New Selfie spots with 2 large inflatable chairs featuring Discover Weslaco and Texas Onion Fest.
 - Static float parade, invitational activity for Valley Festivals to participate in a static parade and showcase their events!

VOLUNTEERS

This festival would not be possible without our amazing volunteers! This year we had over **211 volunteers throughout the festival**. Volunteers were from local schools, and businesses.

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TEXAS ONION FESTIVAL

Advertiser/Sponsor Commitment Form

Texas Onion Fest Saturday, March 28, 2026 | Historic Downtown Weslaco

Deadline to submit form: Friday, March 13, 2026

Select the Advertising package that best meets your needs

- | | | |
|--|--|---|
| <input type="checkbox"/> Corporate Package \$15,000+ | <input type="checkbox"/> Volunteer Station \$2,000 | <input type="checkbox"/> Onion Eating Contest \$2,000 |
| <input type="checkbox"/> Main Stage \$10,000 | <input type="checkbox"/> Petting Zoo \$4,000 | <input type="checkbox"/> Super Colossal Onion \$1,500 |
| <input type="checkbox"/> Mascot \$5,000 | <input type="checkbox"/> Healthy Family Center \$3,500 | <input type="checkbox"/> Colossal Onion \$1,000 |
| <input type="checkbox"/> Kid Zone \$5,000 | <input type="checkbox"/> Culinary Center \$3,500 | <input type="checkbox"/> Jumbo Onion \$750 |
| <input type="checkbox"/> Family Stage \$5,000 | <input type="checkbox"/> Car Show \$2,500 | <input type="checkbox"/> Large Onion \$500 |
| <input type="checkbox"/> Charro Arena \$5,000 | <input type="checkbox"/> Cooling Zone \$2,500 | <input type="checkbox"/> TOF Fashion Show \$500 |
| <input type="checkbox"/> Musical Entertainment \$3,000 | <input type="checkbox"/> Customized Package | |

Contact Information & Agreement

Contact Person _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone/Cell _____

Email _____

Will you need your commercial booth? Yes No

Payment Option Please Invoice Me Check Enclosed Credit Card Payment

Signature of Individual Making Commitment _____

Total Commitment _____ ALL Submissions ARE FINAL. NO REFUNDS. SPACE MAY NOT BE TRANSFERED, SUBLET TO ANOTHER PARTY

Agreement: The Texas Onion Fest agrees to provide benefits corresponding to the sponsorship package selected. The sponsor agrees to release, indemnify, defend, and hold harmless the City of Weslaco / Weslaco Chamber of Commerce, Texas Onion Fest, its appointed officials, agents, employees, and volunteers, from any and all claims, losses, damages, or injuries caused by or resulting from the sponsor's acts or omissions.

***Please send company logo/graphics for print in jpeg, pdf or png format to chamber@weslaco.com, company banners must be dropped off at Chamber no later than March 13, 2026.**

Send Completed Form and Payment to:

Texas Onion Fest
c/o Weslaco Area Chamber of Commerce & Visitors Center
P.O. BOX 8398, Weslaco, TX 78596



For any questions or additional information: 956.968.2102 or email: barbara@weslaco.com

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CORPORATE SPONSORSHIP OPPORTUNITIES

Corporate Package \$15,000 – Exclusive

Your Corporate Package will include the following:

- Your company's logo prominently displayed on festival main stage
- Company logo on all print advertisements
- Company mention on all radio advertisements
- Recognition between live performances
- Logo on festival banners, on-site digital screens, and volunteer t-shirts
- Two Commercial booth for engagement with consumers
- Logo on festival website and social media
- VIP Table Tickets (TBA)
- Festival Activity Tickets
- Texas Onion Fest souvenir tees
- Sponsor Photo Opportunity with Mascot



Main Stage \$10,000 – Exclusive

Your Main Stage Package will include the following:

- Banner displayed at entrance of Main Stage with listing of performances
 - Company can provide up to 2 Banners for display at Festival
- Recognition between live performances
- Logo on festival banners, on-site digital screens, media digital banners
- Commercial booth for engagement with consumers
- Logo on festival website, social media, and advertisements
- Texas Onion Fest souvenir tees (5)
- VIP Table Tickets (TBA)
- Sponsor Photo Opportunity with Mascot

Family Stage \$5,000 – Exclusive

Sponsor the family stage, home to student & family oriented performances

- Banner displayed at family stage
 - Company can provide 1 additional banner for display
- Recognition between family stage performances
- Logo on festival banners, digital banners
- Commercial booth to engage with consumers
- Logo on festival website, social media, and advertising
- Texas Onion Fest souvenir tees (4)
- Sponsor photo with Mascot

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Mascot Branding \$5,000 – Exclusive

Your Package will include the following:

- Your Logo prominently displayed on our very own mascot Tex!
- Your logo will be worn to special events, during the main festival and during any photo opportunities for all year! (March 2025-December 2025)
- Logo on festival banner
- Commercial booth for engagement with consumers
- Logo on festival website, social media, and advertisements
- Texas Onion Fest souvenir tees (5)
- Sponsor Photo Opportunity with Mascot



Kid Zone \$5,000 – Exclusive

Sponsor the Kid Zone

- Banner displayed at entrance of Kids Area
 - Company can provide 1 additional banner for display
- Logo on festival banners, digital banners
- Commercial booth to engage with consumers
- Logo on festival website, social media, and advertising
- Kid Zone Bands for company distribution (15)
- Texas Onion Fest souvenir tees (4)
- Sponsor Photo with Mascot

Charro Arena \$5,000 - Exclusive

Sponsor the Rancho Caballo de Pura Raza Azteca charro horse and rider performances.

- Banner* displayed at entrance of Charro Arena
- Recognition during live performances (2 scheduled performances)
- Announcement/Speaker at Charro Arena
- Logo on festival banners, digital banners
- Banner added at Main Stage
- Commercial booth to engage with consumers
- Logo on festival website, social media, and advertising
- Sponsor Photo with Mascot



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Healthy Family Center, \$3,500

Sponsor a full Health Fair with variety of hands-on family activities, and a focus on healthy living for all. (10AM-2PM)

- Banner displayed at entrance of Healthy Family Center
- Company can provide standing banner for venue & table setup
- Logo on festival banners, digital banners
- Commercial booth to engage with consumers after fair
- Logo on festival website, and social media
- Sponsor Photo Opportunity with Mascot

Musical Entertainment \$3,000 -Multiple available

Sponsor the different Musical groups as they take the Main Stage

- Banner* displayed at entrance of Main Stage (to be provided by organization)
- Recognition between live performances
- Logo on festival banners
- Commercial booth to engage with consumers
- Logo on festival website and social media
- Sponsor Photo Opportunity

Volunteers Station \$2,000 – Two available (Co-sponsorship opportunities)

Sponsor the festival volunteers with food, drink, and resources

- Banner* displayed at entrance of Volunteer Station
- Exclusive logo placement on the left sleeve of volunteer t-shirts
- Logo on festival banners and digital banners
- Logo on festival website and social media
- Commercial booth to engage with consumers
- Texas Onion Fest souvenir tees (4)
- Sponsor Photo Opportunity with Mascot



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Car Show \$2,500 - Exclusive

Sponsor classics, customs, and cruise-ins as enthusiasts show off their prized vehicles

- Banner* displayed at Car Show grounds
- Recognition at Car Show Awards Ceremony
- Logo on Car Show Trophy/Awards
- Opportunity to present awards
- Promotional items to be included in car show participant goodie bags
- Logo on festival banners
- Commercial booth to engage with consumers
- Logo on festival website, social media
- Sponsor Photo Opportunity

Cooling Zones \$2,500 - Two Available

Sponsor our cooling zone tents! Tents will be placed along festival route and will include fans for guests to sit and cool off!

- Banner displayed within Cooling Zone Tent
- Logo on festival banners
- Commercial booth in the Cooling Zone to engage with consumers (can include business display)
- Logo on festival website, social media
- Sponsor Photo Opportunity

Onion Eating Contest \$2,000 – Exclusive

Sponsor the iconic event that puts the word “Onion” in “Texas Onion Fest”

- Representatives to act as emcee and judges for the three Onion Eating Contests held at the Family Stage.
- Banner* displayed on Family Stage
- Commercial booth to engage with consumers (optional)
- Logo on festival website, and social media
- Texas Onion Fest souvenir tees (2)
- Sponsor Photo Opportunity

Petting Zoo \$2,500 - Exclusive

Sponsor the All Star Animal Performances and Pig Races!

- Banner* displayed at entrance of Performance area
- Logo on festival banners, digital banners
- Commercial booth to engage with consumers
- Logo on festival website, and social media
- Texas Onion Fest souvenir tees (4)
- Sponsor Photo Opportunity with Mascot



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Super Colossal Onion \$1,500 (Multiple Available)

- Family Stage & Main stage Shout Out
- Logo on banners to be placed around festival grounds
- Self-service vendor spot to engage with consumers
- Logo on festival website & social media
- Sponsor Photo Opportunity

Colossal Onion \$1,000 (Multiple Available)

- Family Stage & Main stage Shout Out
- Logo on banners to be placed around festival grounds
- Self-service vendor spot to engage with consumers
- Logo on festival website & social media

Jumbo Onion \$750 (Multiple Available)

- Family Stage Shout Out
- Self-service vendor spot to engage with consumers
- Logo on festival website & social media

Large Onion \$500 (Multiple Available)

- Family stage Shout Out
- Logo on festival website & social media

TOF Fashion Show \$500 – Exclusive

Sponsor the most Fashionable event at Texas Onion Fest! held in a local event center down the festival strip!

- Representatives to act as emcee & speak at event
- Logo on festival website, and social media



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2026 Texas ONION FEST



SPONSORSHIP GUIDE

SATURDAY, MARCH 28, 2026

10:15AM to 10:15PM | Weslaco, TX
Historic Downtown Weslaco



Live Music



Contests



Food

Join us for
this **FREE**
community
event!



Performances



Family Fun