



PRESENTS

Armadillin' it for a Cause

Armadillo Racing to Benefit:

Operation Triage- Serving our Veterans and First Responders

Armadillo Racing, Raffle, Live Music, Special Events

Where: Tommy John's Tailgate- New Braunfels

When: Thursday, October 9, 2025 | 6p-9p

SPONSORSHIP OPPORTUNITIES:

JOHNNY CASH Title Sponsor: \$2500

- Jockey in race (round 3)
- Top billing on all signage & advertising: social media marketing, flyers, and event page
- Two VIP tables around arena (up to 12 guests)
- Introduction in arena and stage w/ time to promote business before third round
- Option to display swag or marketing materials at event
- Large custom banner displayed at event
- Customized flag for display at event and waved by armadillo before & after race
- Two drink tickets for each guest at VIP Table

GEORGE STRAIT 2nd Level Sponsor: \$1500 8 AVAILABLE SPOTS Blue Jay Swag, HDS Automotive, Trinity Movers, Vista Realty, LaCima Subdivision (3 spots left)

- Jockey in race
- Recognition and logo on social media marketing, flyers, and event page
- One VIP table around arena (6 guests)
- Introduction at beginning of contest
- Option to display swag or marketing materials at event
- Large banner displayed at event
- Customized flag to be displayed at 1st Race
- Two drink tickets for each guest at VIP Table

WAYLON JENNINGS Beer Stein Holding Contest Sponsor: \$750 River City Window Fashions (FILLED)

- Introduction at beginning of contest
- Four drink tickets
- Social media recognition and advertising on event page
- Sponsorship announced prior to contest start
- Logo on beer mugs

DOLLY PARTON Championship Round Sponsor: \$500 Gruene Insurance Group(FILLED)

- Signage around arena including personalized flag with logo
- Introduction at beginning of race
- Four drink tickets
- Social media recognition and advertising on event page
- Sponsorship announced during championship round
- Official starter of championship round

HANK WILLIAMS Stick Horse Race Sponsor: \$350 RJE Site Services (FILLED)

- Banner Signage at Stick Horse Arena
- Four drink tickets
- Social media recognition and advertising on event page
- Sponsorship announced during championship round
- Logos on barrels

WILLIE NELSON Kiddie Corral Sponsor: \$350 Pam's Inspection Connection (FILLED)

- Introduction at beginning of contest
- Four drink tickets
- Social media recognition and advertising on event page
- Sponsorship announced prior to contest start
- Logo on hay bales

GLEN CAMPBELL Mechanical Bull Sponsor: \$500 Ainsley Staining and Exterior Works (FILLED)

- Banner Signage displayed at arena
- Four drink tickets
- Social media recognition and advertising on event page
- Sponsorship announced throughout event

LORETTA LYNN Drink Sponsor: \$300 9 AVAILABLE SPOTS Shear Pistol Salon (Kaitlin Tanke), Two Ass Farms AirBNB, CDH Electrical, Visiting Angels New Braunfels (5 spots left)

- Introduction and announcement at beginning of championship round
- Logo on event flyer
- 4 Drink tickets
- Logo on banner next to bar
- Social media recognition and advertising on event page

It's time to get down and dirty for a good cause! We are bringing you live armadillo racing to raise funds for Operation Triage. This will surely be a night full of laughs and making memories all while helping our community. 100% of the money raised will be donated to their mission. Operation TRIAGE's mission is to provide emergency financial relief, mortgage free homes, and home remodeling to disabled veterans, first responders, and active duty service members in an effort to get their lives back on track and become productive members of their communities.

Armadillos are brought to us by the Sparks Agency. Each sponsor with an armadillo spot will have the opportunity to select a jockey who will shuffle their racer through the arena to the finish line! Races will be in 3 heats with a championship round to crown the big winner! Whether sponsoring an armadillo or coming to join in on the fun - support comes in many

forms: games, raffles, and contests. Come for the drinks - stay for the good times! Together we can make a difference for those who truly need it in our community.