

STATE FAIR  
OF  
TEXAS®



PRESENTED BY



*Our Mission*

THE STATE FAIR OF TEXAS CELEBRATES ALL THINGS TEXAN BY PROMOTING AGRICULTURE,  
EDUCATION, AND COMMUNITY INVOLVEMENT THROUGH QUALITY ENTERTAINMENT  
IN A FAMILY-FRIENDLY ENVIRONMENT.

MONDAY, JUNE 8, 2026  
BROOKHAVEN COUNTRY CLUB



THE 2025 STATE FAIR OF TEXAS  
WELCOMED NEARLY

**2.02**  
*million*

FAIRGOERS THROUGH THE GATES.

IN 2024 ALONE, THE STATE FAIR OF TEXAS  
CONTRIBUTED MORE THAN

**\$19.5 MILLION**

THROUGH PHILANTHROPIC AND FAIR PARK GIVING.\*



SINCE 2016, BIG TEX URBAN FARMS  
HAS DONATED MORE THAN

**1.7 MILLION**  
**SERVINGS**

**OF FRESH PRODUCE**

TO THE SOUTH DALLAS COMMUNITY.

IN ITS 32-YEAR HISTORY, THE  
BIG TEX SCHOLARSHIP PROGRAM  
HAS AWARDED MORE THAN

**\$18.8 MILLION**

TO MORE THAN

**3,500**

*Texas Students.*

IN 2024 ALONE,  
*More Than*  
**69,000**

FIRST RESPONDERS, MEMBERS OF  
THE MILITARY, AND THEIR FAMILIES



VISITED THE FAIR OVER 24 DAYS, UTILIZING THE SPECIAL  
DISCOUNT OFFER IN APPRECIATION FOR THEIR SERVICE.

SINCE 2015, THE STATE FAIR OF TEXAS  
HAS COMMITTED MORE THAN

**\$85**  
**MILLION**

TO SUPPORT PROJECTS IN FAIR PARK  
AND TOWARDS THE IMPROVEMENT OF  
STATE FAIR OPERATIONS.

THROUGH THE BIG TEX YOUTH LIVESTOCK  
AUCTION AND SCHOLARSHIP PROGRAMS,  
THE STATE FAIR HAS AWARDED MORE THAN

**\$21.4 MILLION**

*in auction awards and scholarships*  
*Since 2018.*

EACH YEAR, THE STATE FAIR  
CREATES MORE THAN

**7,000**  
**SEASONAL JOBS**

AND IS ESTIMATED TO HAVE AN ANNUAL  
ECONOMIC IMPACT ON NORTH TEXAS

UP TO

**\$680 MILLION.**

*Since 2018, nearly*

**12.8 MILLION**

FREE ADMISSION TICKETS

HAVE BEEN GIVEN TO STUDENTS AND TEACHERS  
THROUGHOUT NORTH TEXAS, AND

**1,100**

FREE ADMISSION TICKETS

WERE DONATED TO LOCAL NONPROFIT ORGANIZATIONS IN THE  
SOUTH DALLAS/FAIR PARK COMMUNITY TO ENJOY THE 2024 FAIR.

SINCE 2010, OUR FEED THE NEED PARTNERSHIP  
WITH NORTH TEXAS FOOD BANK HAS PRODUCED  
MORE THAN

**3.2**  
*million*  
*pounds*

**DONATED BY FAIRGOERS**

AT THE GATES AND DISTRIBUTED TO FAMILIES IN NEED  
THROUGHOUT NORTH TEXAS.

\*Philanthropic & Fair Park Giving includes giving through community outreach programs, funding for upkeep and historical preservation of Fair Park, annual rent to the City of Dallas with the agreement it must go towards the upkeep of Fair Park, and funding for other Fair Park improvements and State Fair operations.



The **BIG TEX GOLF CLASSIC** unites business leaders, donors, and Fair advocates for a spirited day on the greens at Brookhaven Country Club. Players enjoy 18 holes, contests, and sponsor activations - all benefiting *State Fair of Texas* youth and scholarship initiatives that create opportunities across the state.

## SPONSOR LEVELS

### *Big Tex* TOURNAMENT TITLE SPONSOR

(1 AVAILABLE) | **\$25,000**

▶ 4 Teams of 4 Golfers

#### INCLUDES:

- Official Golf Shirt Sponsor - Logo displayed on event golf shirt
- Exclusive top branding across event branded materials and signage
- Business website and logo placement on BigTex.com
- Opportunity for public remarks at opening ceremonies
- Encore on-course activation at Hole 1 tee box on each course (tabletop activation, branded giveaway, or interactive moment)
- Invitation to Kick Off Party at Brookhaven Country Club for team captain(s)
- Promotional material in swag bags

### *Texas Star* CO-TITLE COURSE SPONSOR

(2 AVAILABLE) | **\$15,000**

▶ 2 Teams of 4 Golfers

#### INCLUDES:

- Official Event Rope Hat and Dad Cap Sponsors

#### SPONSORSHIP OPTIONS INCLUDE:

- Rope Hat
- Dad Cap
- Business website and logo placement on BigTex.com
- Logo placement across event
- Opportunity for public remarks before live auction
- Encore on-course activation at Hole 18 tee box (tabletop activation, branded giveaway, or interactive moment)
- Invitation to Kick Off Party at Brookhaven Country Club for team captain(s)
- Promotional material in swag bags

### *Cotton Bowl* GOLD LEVEL SPONSOR

(24 AVAILABLE) | **\$7,000**

▶ 1 Team of 4 Golfers

#### INCLUDES:

- Logo on selected event gear (Gear list on Murad)
- Par-three caddy sponsorship with on-course presence to assist golfers and enhance play (4 available)
- Business website and logo placement on BigTex.com
- Encore on-course activation at a tee box or green (tabletop activation, branded giveaway, or interactive moment)
- Invitation to Kick Off Party at Brookhaven Country Club for team captain(s)
- Promotional material in swag bags

### *Texas Skyway* SILVER LEVEL SPONSOR

(10 AVAILABLE) | **\$5,000**

▶ 1 Team of 4 Golfers

#### INCLUDES:

- Logo in the sponsor section on the Big Tex Golf Classic webpage
- Encore on-course activation at a tee box or green (tabletop activation, branded giveaway, or interactive moment)  
*Limited availability; placement assigned by tournament committee*
- Invitation to Kick Off Party at Brookhaven Country Club for team captain(s)
- Promotional material in swag bags

#### SPONSORSHIP OPTIONS INCLUDE:

- Boots, Bacon & Brew Breakfast Sponsor
- Fried and True Lunch Sponsor
- Blue Ribbon Beverage Station Sponsor
- Sip & Swig Happy Hour Sponsor
- Tilt-A-Cart Golf Cart Sponsor
- Midway Barker Cigar Roller Sponsor
- Ferris Wheel Photo Sponsor
- On-Course Games Sponsor (Multiple available)
- Ticket Sponsor
- Driving Range Sponsor
- Putting Contest Sponsor
- Closest to the Pin Sponsor

### *Bronze Star* TEAM SPONSOR

(UNLIMITED) | **\$3,500**

▶ 1 Team of 4 Golfers

#### OPTIONS INCLUDE:

- Sponsorship options for one high school team (1 team of 4 golfers)
- Logo in the sponsor section on the Big Tex Golf Classic webpage
- Invitation to Kick Off Party at Brookhaven Country Club for team captain(s)
- Promotional material in swag bags

*Individual* TEAMS | **\$2,500 per team**

*Individual* PLAYER | **\$650**

Disclaimer: The State Fair of Texas is a 501(c)(3) nonprofit organization. Contributions are tax-deductible to the extent permitted by law. Certain payment types with institutional restrictions (e.g., DAFs) may limit donor benefits. Payment must be received by the stated due date to ensure fulfillment of all benefits. Contributions received after September 12, 2026, may not qualify for all benefits. A processing surcharge may apply to credit card transactions; no surcharge is applied to debit cards, checks, or ACH payments.

# SPONSOR BENEFITS

SPONSOR LEVEL	PRICE	GOLFERS	STATE FAIR OF TEXAS SEASON PASSES	STATE FAIR OF TEXAS 1-DAY ADMISSION TICKET	PARKING PASS IN AN OFFICIAL STATE FAIR OF TEXAS PARKING LOT	BIG TEX YOUTH LIVESTOCK AUCTION DAY RESERVED SEATING
BIG TEX TOURNAMENT TITLE	\$25,000	16	16	32	(1) BLACK STAR RESERVED PARKING + (16) GATE 2 ONE-DAY	4
TEXAS STAR CO-TITLE COURSE SPONSOR	\$15,000	8	8	24	(2) GATE 2 SEASON PARKING + (8) GATE 2 ONE-DAY	2
COTTON BOWL GOLD LEVEL SPONSOR	\$7,000	4	4	16	(8) ONE-DAY	
TEXAS SKYWAY SILVER LEVEL SPONSOR	\$5,000	4	2	12	(8) ONE-DAY	
BRONZE STAR TEAM SPONSOR	\$3,500	4	1	8	(4) ONE-DAY	

**ALL OF OUR GENEROUS SPONSORS WILL BE LISTED ON BIGTEX.COM**



## ★ HELP BIG TEX GIVE BACK ★

WANT TO LEARN MORE ABOUT HOW YOU CAN GET INVOLVED WITH THIS EXCITING EVENT, OR ONE OF OUR OTHER FUNDRAISING INITIATIVES?

SCAN THE QR CODE OR GO TO [BIGTEX.COM/FUNDRAISING](https://bigtex.com/fundraising)



FOR MORE INFORMATION OR TO MAKE A PLEDGE OVER THE PHONE, PLEASE CONTACT *Mollie Rose* AT [MROSE@BIGTEX.COM](mailto:mrose@bigtex.com) OR CALL 214-421-8748.