



2026-2027 EVENT SPONSORSHIP & ADVERTISING



JagBash is our Western themed fundraising event bringing together parents, alumni, local businesses, & community supporters for an unforgettable night of BBQ, Live Music, Digital & Live Auctions, and dancing at the Tejas Rodeo Company.



Lone Star Title Sponsor \$7,500 (1 available)

- Presenting Sponsor - "JagBash 2026 presented by [Your Business]" in all mentions of the event
- Premier placement of Business name/Logo & hyperlink on **Event Webpage**
- Business name/Logo placement on all **Digital Auction Item pages**
- Recognition advertisement on **Texas Sports Productions Streaming** during regular season Varsity Football games
- Feature in **post-event Video** (posted to JPA Social Media) thanking you as a Title Sponsor
- Stage recognition throughout the event
- Premium VIP Table + tickets for 8 guests
- Logo & hyperlink on JaguarPride.org
- Banner displayed at event**
- JPA Social Media Posts during prime traffic thanking you as sponsor

Can be paid in installments!

Bluebonnet Legacy Sponsor

\$3,500 (1 available)

- Business name/Logo on all official **Event Photos** (professional pictures sent to all attendees to share for free)
- Feature in **post-event Video** (posted to JPA Social Media) thanking you as a sponsor
- Logo & hyperlink on **Event Webpage**
- Stage recognition throughout the event
- Tickets to JagBash for 4 guests
- Logo and hyperlink on JaguarPride.org
- Banner displayed at event**
- JPA Social Media Posts during prime traffic thanking you as sponsor

****Sponsor to provide banner, max size 4'x 8'.**

If you do not have a banner, JPA will work with you to produce one at a discounted rate as part of your sponsorship package

Mockingbird Sponsor \$1,000 (available)

- Logo & hyperlink on **Event Webpage**
- Business name/Logo on **event day signage**
- Stage recognition throughout the event
- Tickets to JagBash for 2 guests
- Logo & hyperlink on JaguarPride.org
- Banner displayed at event**
- JPA Social Media Post thanking you as sponsor

Compadre Event Day Sponsorships

\$500 each

Business Name/Logo signage & Social Media recognition

- Dining Sponsor: Signage at a buffet table
- Dessert Sponsor: Signage at the dessert table
- Photobull Sponsor: Signage at the PhotoBull
- Bar Sponsor: Signage at a bar station. Sponsor can provide company koozies for guests if desired.



JagDash is our annual community 5K/1K Fun Run & walk that brings together families, students, and participants of all ages to enjoy a high-energy event filled with music & activities to support all Johnson Jaguar Athletic Programs!



State Champion Title Sponsor \$5,000 (1 available)

Includes all Jaguar MVP Sponsor benefits, PLUS:

- Presenting Sponsor - "JagDash 2027 presented by [Your Business]" in all mentions of the event
- Business name/Logo on official **Race Photographs** (professional photos for all participants to download & share for free)
- Premier Logo Placement on 5K Race Tshirt
- Upgrade to **Full Page Ad** in All Sport Program
- Feature in **post-event Video** (posted to Social Media) thanking you as the Title Sponsor
- Eight 5K entries & dedicated **10x15 Exhibitor Space** near 5K Finish Line

Jaguar MVP Sponsor \$3,500 (1 available)

Includes all Victory Lap Sponsor benefits, PLUS:

- Business name/Logo on **Custom JagDash Race Bibs**
- Speaking opportunity at beginning of 5K (1-2 min)

Victory Lap Sponsor \$2,500 (1 available)

Includes all LadyBird Sponsor benefits, PLUS:

- Prominent Logo Placement on 5K Race Tshirt
- Speaking opportunity at beginning of 1K (1-2 min)
- Feature in **post-event Video** (posted to JPA Social Media) thanking you as a sponsor
- Upgrade to **Half Page Ad** in All Sport Program
- Eight 5K entries & **10x15 Exhibitor Space** at event

LadyBird Sponsor \$1,000

Includes all Bluebonnet Sponsor benefits, PLUS:

- Quarter Page Ad in All Sport Program
- Logo & hyperlink on JaguarPride.org
- Four 5K entries & upgraded **10x15 Exhibitor Space** at event

Bluebonnet Sponsor \$750

- Business Name/Logo on **5K Race Tshirt**
- Business name/Logo on **Race registration website, event day signage, & JPA Social Media Posts**
- Two 5K entries & **10x10 Exhibitor Space** at event
- DJ Shout-Out during event

Event Day Sponsorships \$500

Includes event day signage with Business name/Logo & Social Media recognition

- Rad Jag Jams: DJ Sponsor
- Start Your Engines: Start Line Sponsor
- Please Don't Die: Water Station Sponsor
- Jag Fuel: Snack Station Sponsor
- Got It Done: Finish Line Sponsor
- Nailed It: Awards Sponsor

To Order: Scan the QR codes above or visit www.jaguarpride.org

Questions? E-mail Chris Bedell at chedelljpa@gmail.com