

 energy
corridor™ presents:

energyfest
2026

Sponsorship Opportunities

Saturday May 2, 2026

3:00pm - 7:00pm

METRO: Addicks Park and Ride

14230 Old Katy Rd, Houston, TX 77079

A signature community event in the Energy Corridor District.

About *EnergyFest*



EnergyFest is a signature community festival celebrating the Energy Corridor District and the people, businesses, and organizations that power it.

Following a successful return in 2025, EnergyFest returns with thousands of attendees, bringing together families, major employers, local businesses, and community partners for a full day of local live music, food, art, and shared experiences.

Designed as an inclusive, late-afternoon to early-evening event, EnergyFest delivers high-energy entertainment alongside immersive community experiences, positioning brands at the center of meaningful, visible engagement.

2025: Approximately 2,000+ attendees • Families, professionals, and residents from across West Houston.



Why Sponsor *EnergyFest*

Connect with the Community

EnergyFest brings together families, professionals, and residents from across West Houston during a high-attendance, late-afternoon to early-evening window that creates natural opportunities for brands to engage with a broad, diverse audience.

Be Part of the Experience

Sponsorships are designed as integrated experiences. From branded zones and activations to art, music, and shared spaces – allowing sponsors to participate in moments people genuinely enjoy and remember.

Align with a Trusted Civic Event

As a signature community festival in the Energy Corridor District, EnergyFest offers sponsors alignment with a well-produced, family-friendly event that reflects positively on brands invested in the area's people, culture, and future.

Approximately 2,000+ attendees • 4-hour event window • High dwell time

Audience Snapshot



Attendance

- Approximately 2,000+ attendees from across West Houston and the Energy Corridor area

Audience Mix

- Families • Professionals • Local residents • Community stakeholders

Event Timing

- Late-afternoon to early-evening programming (3:00 PM – 7:00 PM)

Dwell Time

- High dwell time with guests staying multiple hours with start-to-finish programming throughout the event

Engagement Style

- Walkable footprint with music, food, art, and interactive experiences encouraging repeat engagement

Sponsorship Structure Overview



Presenting

\$25,000+

1 Available

Event-level
leadership visibility



Main Stage

\$15,000+

1 Available

Exclusive alignment
with live music and
programming



Signature Experience

\$10,000+

Limited Avail.

Named sponsorship
of core festival zones



Feature Activations

\$5,000+

Limited Avail.

Interactive branded
experiences



Community Partners

\$2,500+

Limited Avail.

Shared recognition
and community
alignment



Market Participants

Vendor

Participation

Marketplace
involvement
(separate from
sponsorship tiers)

All sponsorships are designed as integrated experiences and are limited in quantity to maintain quality and impact.

Presenting Sponsor

\$25,000+ • 1 Available

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Lead the Festival. *Own the Moment.*

The Presenting Sponsor receives premier visibility and leadership positioning across EnergyFest 2026, aligning your brand with one of the Energy Corridor's signature community events.

Designed for organizations seeking top-tier exposure, civic alignment, and meaningful engagement with families and professionals across West Houston.

Sponsorship Includes:

- **Event Naming Rights:**
 - "EnergyFest 2026, presented by [Brand]"
- Premier Logo Placement on All Marketing & On-Site Materials (where applicable)
- Opening & Closing Stage Mentions w/ Optional Speaking Remarks
- Premium Custom Activation Footprint
- Inclusion in Pre-Event Marketing & Post-Event Recap Assets
- Category Exclusivity
- Exclusive Lead Placement in Community Mural Installation by Local Artists
- 10 VIP Hospitality Passes
- First Right of Refusal for 2027

**Limited to one Presenting Sponsor partner*

Main Stage Sponsor

\$15,000+ • 1 Available



Power the Performance. Spotlight the Stage.

The Main Stage Sponsor receives high-visibility alignment with EnergyFest's live music and programming - positioning your brand at the center of the festival's most attended and photographed moments.

Designed for organizations seeking prominent exposure, entertainment alignment, and repeated recognition throughout the event experience.

Sponsorship Includes:

- Exclusive Naming Rights to the Main Stage
 - "[Brand] Main Stage at EnergyFest 2026"
- Prominent Logo Placement Across SL100 Stage Banner Kit & Backdrop
- Verbal Recognition Before Each Performance
- Featured Logo on Event Map & Website
- Stage-Adjacent Activation Opportunity
- Category Exclusivity
- Featured Integration in Community Mural Installation by Local Artists
- 6 VIP Hospitality Passes

**Limited to one Main Stage Sponsor partner*

Signature Experience Sponsors

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\$10,000+ • Limited Availability

Design the Moment. *Drive the Engagement.*

EnergyFest's Signature Experiences are high-traffic, festival zones designed for immersive brand integration.

These curated destinations generate strong dwell time and repeat engagement — placing your brand at the center of the festival's most sought-after moments.

Sponsorship Includes:

- **Named Sponsorship of Core Festival Experiences**
- Integrated Branding Within High-Traffic Zones
- Activation Footprint
- Event Map + Website Placement
- Category Exclusivity
- Community Mural Inclusion
- 4 VIP Hospitality Passes

Five Curated Signature Experiences Available:

Art Walk • Family Village • Silent Disco • Auto Experience • Ferris Wheel

**Limited to five curated Signature Experience partners*

Art Walk Sponsor

\$10,000+ • 1 Available

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Create the Canvas. Drive the Engagement.

EnergyFest's Art Walk is a curated visual arts experience featuring large-scale installations, windmill art displays, and live mural creation by local artists across the festival footprint.

Designed as an immersive cultural moment, the Art Walk invites guests to explore, photograph, and interact. This sponsorship positions your brand within one of the festival's most photographed and socially shared destinations.

Sponsorship Includes:

- **Exclusive Naming Rights:**
 - "EnergyFest Art Walk presented by [Brand]"
- Featured Brand Integration Within Select Mural Installations
- Branded Entry Arch or Gateway Signage
- Logo Placement on Event Map + Website
- Opportunity for Interactive Brand Activation Within the Zone
- Category Exclusivity
- 4 VIP Hospitality Passes
- Community Mural Inclusion
- Post-Event Professional Media Assets Featuring Sponsored Art Walk Experience

**Limited to one Art Walk sponsor partner*

Family Village Sponsor

\$10,000+ • 1 Available

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Bring Families Together. Provide the Play.

EnergyFest's Family Village is a high-traffic, family-centered destination featuring interactive activities, creative crafts, live kids entertainment, and immersive play experiences designed for all ages.

Positioned as a welcoming hub within the festival footprint, the Family Village generates strong dwell time, repeat visitation, and meaningful brand interaction with parents, children, and multi-generational guests.

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Sponsorship Includes:

- **Exclusive Naming Rights:**
 - "EnergyFest Family Village presented by [Brand]"
- Prominent Branding Throughout the Zone
- Featured Brand Integration Within
 - Examples Include:
 - Balloon Twisting, Face Painting, Kids DJ + Dance Party Stage, Youth Arts and Crafts
- Branded Activity or Take-Home Experience Opportunity
- Logo Placement on Event Map + Website
- Opportunity to distribute branded family-friendly giveaways
- Category Exclusivity
- Community Mural Inclusion
- 4 VIP Hospitality Passes
- Post-Event Professional Media Assets Featuring Sponsored Family Village Zone

**Limited to one Family Village sponsor partner*

Silent Disco Sponsor

\$10,000+ • 1 Available

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Move to the Beat. Own the Energy.

EnergyFest's Silent Disco is a high-energy, immersive dance experience where guests choose their channel and move together under one shared rhythm.

As one of the festival's most socially shared destinations, the Silent Disco drives extended dwell time, vibrant crowd engagement, and powerful brand visibility throughout the event footprint.

Sponsorship Includes:

- **Exclusive Naming Rights:**
 - "EnergyFest Silent Disco presented by [Brand]"
- Prominent Branding at Headphone Check-In + Distribution Hub
- Branded DJ Booth or Stage Signage Integration
- Logo Placement on Event Map + Website
- Opportunity for Interactive Brand Activation or Take-Home Experience within the Zone
- Category Exclusivity
- Community Mural Inclusion
- 4 VIP Hospitality Passes
- Post-Event Professional Media Assets Featuring Sponsored Silent Disco Experience

**Limited to one Silent Disco sponsor partner*

Ferris Wheel Sponsor

\$10,000+ • 1 Available

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Rise Above the Festival. **Own the View.**

EnergyFest's Ferris Wheel is one of the festival's most photographed and talked-about attractions offering guests sweeping views of the festival footprint and the Energy Corridor skyline.

As a visual landmark and natural gathering point, the Ferris Wheel becomes a signature golden-hour moment by creating powerful brand visibility as EnergyFest transitions into evening.

Sponsorship Includes:

- **Exclusive Naming Rights:**
 - "EnergyFest Ferris Wheel presented by [Brand]"
- Prominent Branding on Ride Structure, Entry Gateway & Queue/Line Area
- Branded Ride Photo Moment or Step-and-Repeat Opportunity
- Logo Placement on Event Map + Website
- Opportunity for Interactive Brand Activation Adjacent to Ride
- Category Exclusivity
- Branded Sponsor Team Golden-Hour Photo Moment
- Community Mural Inclusion
- 4 VIP Hospitality Passes
- Post-Event Professional Media Assets Featuring Sponsored Ferris Wheel

**Limited to one Ferris Wheel sponsor partner*

Auto Experience Sponsor

\$10,000+ • 1 Available



Drive the Experience.
Own the Spotlight.

EnergyFest's Auto Experience positions automotive partners as headline contributors to the festival atmosphere. Curated vehicle installations, innovation highlights, and branded activations are strategically placed on the footprint to maximize traffic and engagement.

As a high-impact visual centerpiece, the Auto Experience delivers meaningful interaction, premium visibility, and high-impact brand engagement with thousands of attendees.

Sponsorship Includes:

- **Exclusive Naming Rights:**
 - "EnergyFest Auto Experience presented by [Brand]"
- Prominent Branding on Display Zone + Entry Gateway
- Opportunity for Vehicle Placement or Experiential Activation
- Branded Test-Drive Sign-Up or Lead Capture Integration (if applicable)
- Logo Placement on Event Map + Website
- Opportunity for Interactive Brand Activation Within the Zone
- Category Exclusivity
- Community Mural Inclusion
- 4 VIP Hospitality Passes
- Post-Event Professional Media Assets Featuring Sponsored Auto Experience

**Limited to one Auto Experience sponsor*

Sustainability Partner

\$7,500+ • 1 Available

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Sustain the Energy. **Shape the Impact.**

EnergyFest's Sustainability Partner plays a visible leadership role in powering a more responsible festival experience by supporting waste diversion, recycling initiatives, and eco-conscious event practices across the footprint.

As a values-driven partner, your brand aligns with forward-thinking impact, environmental responsibility, and community stewardship by reinforcing a commitment to innovation and long-term sustainability.

Sponsorship Includes:

- **Official Sustainability Partner of EnergyFest 2026**
- Prominent Branding at Recycling & Waste Diversion Stations Throughout the Festival Footprint
- Logo Placement on Event Map + Website
- Branded Sustainability Messaging (select on-site signage)
- Category Exclusivity
- Opportunity to sponsor a "Green Pledge Wall" or Interactive Impact Installation
- Community Mural Inclusion
- 4 VIP Hospitality Passes
- Post-Event Professional Media Assets Featuring Sustainability Efforts

**Limited to one Sustainability partner*

Feature Activations Sponsor



\$5,000+ • 5 Available

Small Footprint.
Big Impact.

EnergyFest's Feature Activations are high-energy, high-traffic experiences designed to surprise and delight guests throughout the festival footprint.

From interactive pop-ups to playful installations, these moments spark organic engagement, social sharing, and authentic brand interaction.

Five Signature Experiences Available:

Flower Bar • Ice Cream Cart • Claw Arcade • Roaming Characters • Texas Bubblers Interactive Zone

**Limited to five total Feature Activation sponsors*

Sponsorship Includes:

- **Exclusive Naming Rights to Activation**
- Logo on Activation Signage + Event Map
- Website Listing + Select Social Mentions
- Co-Branded Experience Elements (cups, wraps, tags, paper goods, etc.)
- Category Exclusivity (where applicable)
- 2 VIP Hospitality Passes
- Select Post-Event Professional Media Assets

Volunteer Program Sponsor

Position your brand at the heart of the festival experience.

\$3,500+ • 1 Available

Power the People.

Behind the Festival.

EnergyFest is powered by passionate volunteers ranging from community members, students, corporate teams, and sponsor ambassadors who bring the festival experience to life.

From guest engagement and activity support to sustainability efforts and activation assistance, volunteers create a seamless, welcoming atmosphere across the event footprint.

Sponsorship Includes:

- Logo on volunteer t-shirts (capped)
- Opportunity for company team volunteer participation (optional)
- Branding at volunteer check-in
- Recognition in volunteer communications
- Social media thank you feature
- 2 VIP Hospitality passes

**Limited to one Volunteer Program sponsor*

Community Partner

\$2,500+ • Limited Opportunities

Support the Festival.
Strengthen the Community.

EnergyFest's Community Partner program offers local organizations and businesses the opportunity to align with one of the district's most anticipated annual celebrations.

Designed for civic groups, associations, and neighborhood-focused organizations, this partnership tier supports meaningful engagement while providing visible recognition throughout the festival footprint.

As a Community Partner, your organization demonstrates visible local leadership, investment, and commitment to shared celebration.

Sponsorship Includes:

- Recognition as an Official Community Partner of EnergyFest 2026
- Logo placement on event website sponsor page
- Select social media recognition (pre-and/or post-event acknowledgement)
- Opportunity to host community booth within the festival footprint (optional)
- Preferred Marketplace placement (if applicable)
- Inclusion on event map (if participating on-site)
- Category exclusivity (where applicable)
- 2 VIP Hospitality Passes

**Limited Community Partner opportunities available*

Featured Mural Enhancement

\$2,500+ • Add-On to Primary Sponsorship

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Co-Create the Canvas. Shape the Story.

EnergyFest's Community Art Mural is a collaborative, live-created installation and a shared visual story throughout the festival.

As a Featured Mural Supporter, your brand aligns with creativity, community expression, and lasting cultural impact.

The completed mural may be displayed in your office, gifted to a local school or nonprofit, or donated in partnership with the artist - extending your impact far beyond event day.

Sponsorship Includes:

- **Tasteful, artist-approved brand integration within mural design**
- Recognition on mural signage + event map
- Social media recognition highlighting mural partnership (pre-and/or post-event)
- Select professional photography + media assets featuring branded mural
- Opportunity to incorporate a brand prompt, logo, or thematic element within the mural concept

**Limited mural enhancement opportunities available.
Each partner may secure one mural enhancement.*

EnergyFest Marketplace

Market Participants • Limited Availability

Local Businesses.
Local Energy.
Local Impact.

EnergyFest's Marketplace features curated local businesses from within the corridor and surrounding community.

Designed to highlight neighborhood entrepreneurs, service providers, and makers, the Marketplace creates a vibrant street-fair atmosphere while encouraging attendees to shop and connect locally.

***This is a marketplace participation opportunity — not a sponsorship tier.**

energyfest.org



\$350.00 for In-District Businesses
\$600.00 for Non-District Businesses

Participation Includes:

- 10x10 booth space within Marketplace zone
- Business listing on event website
- 1x - 6ft table
- 2x - folding chairs
- Exposure to 2,000+ anticipated attendees
- Load-in/load-out support

Optional Add On's:

- Power access (if needed)
- Tent rental (if needed)

**Limited marketplace spaces available.
First come, first served.*

Secure Your Partnership for EnergyFest 2026.



Sponsorship Deadline: March 20, 2026

Activation Confirmation Deadline: April 3, 2026

Marketplace Application Deadline: April 10, 2026

**Recognition in printed materials not guaranteed after published deadlines.*

Saturday May 2, 2026

3:00pm – 7:00pm

Rain Date: Saturday May 9, 2026

METRO: Addicks Park and Ride
14230 Old Katy Rd, Houston, TX 77079

Contact to Secure Your Partnership:

- Mason Moss – 713.305.5060 / mason@10-10productions.com
- Rachael Weaver – 713.759.3800 / rweaver@energycorridor.org

Event Website: energyfest.org

Early commitments receive priority placement and recognition. Custom Packages Available Upon Request.