

2026 SPONSORSHIP OPPORTUNITIES

“2024 STATE OF TENNESSEE SPECIAL EVENT OF THE YEAR WINNER”



VETERAN'S PARK, HENDERSONVILLE, TN
OCTOBER 22-24, 2026

WWW.PIGFESTTN.COM

2025 SPONSORS & CONTRIBUTORS

PRESENTING



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we ignite your brand with expert digital marketing

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SUMNER COUNTY
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TriStar Skyline
MEDICAL CENTER

HENDERSONVILLE
UTILITY DISTRICT

CONTRIBUTORS



HOLIDAY FEST
SUMNER COUNTY, TN



CITY OF
HENDERSONVILLE
TENNESSEE



Holidayfest is a non-profit community service organization whose purpose is to organize multiple annual events which bring together the entire city of Hendersonville and the adjoining Sumner County communities during the months of July through February each year, with many of the events centered around, or celebrating the Thanksgiving and Christmas season.

Holidayfest connects the people, businesses, government and service organizations of the community. Our activities have two primary benefits: they monetarily help worthy non-profit causes while bringing substantial business and tourism dollars to the community. Holidayfest does this by attracting thousands of visitors to Sumner County to celebrate the spirit of the season. Holidayfest also helps train the nonprofits in their fundraising efforts during these holiday-associated events.

HolidayFest has raised more than \$3 million dollars for local charities & community organizations



**For more information on Holidayfest visit
www.holidayfesttn.org**



PIG FEST TN

WWW.PIGFESTTN.COM

LOCATION

Veteran's Park
Hendersonville, TN 37075

CONTACT

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agilley@hvilletn.org
Dallas Long (615) 822-3898
drlong@hvilletn.org

DATE & TIME

Thursday October 22 - 5pm to 10pm
Friday October 23- 6pm to 11pm
Saturday October 24- 10am to 4pm

CROWD ESTIMATE

15,000 over the three days

2026 FESTIVAL FEATURES

- More than 15,000 lbs. of BBQ
- Expanded Layout to include both Festival and Performance areas
- Expansive Wrestling Show
- College Football Viewing Area
- Wing Eating Competition
- Beached Pig Presentation
- BBQ Competition with 40+ Teams
- Live Music Performances on Friday
- Kids Zone & Entertainment
- Pig Races

DEMOGRAPHICS

Survey conducted in 2025 by

Average Age: 40

Average HH Income: \$118,000

48% Male

52% Female

OVERALL GROWTH

Since its beginning in 2019, Hendersonville Pig Fest has seen tremendous growth in competing teams, patrons, and charitable contributions.

TOTAL DONATIONS SINCE 2019

\$350,000

A message from Hendersonville Parks Director Andy Gilley:



This year marks another exciting Pig Fest TN in Hendersonville, Tennessee, a celebration of all things pork. Known for its mouthwatering barbecue and lively atmosphere, Pig Fest TN has become a cherished event for locals and visitors alike. This festival not only honors the rich tradition of Southern barbecue but also brings the community together for a weekend filled with fun, food, and festivity.

Each year, Pig Fest TN attracts barbecue enthusiasts and pitmasters from across the region, all eager to showcase their skills in creating the perfect smoked delicacy.

Attendees can enjoy a variety of pork dishes, from juicy ribs to succulent pulled pork, all while experiencing live music and family-friendly entertainment.

Beyond the delicious food, Pig Fest TN is dedicated to giving back to the community. The festival raises funds for local charities, ensuring that the celebration of pork also contributes to a greater cause. With its combination of great food, community spirit, and charitable efforts, Pig Fest TN has firmly established itself as a must-attend event in Hendersonville.



2026 CHARITY INFORMATION



Mary's Magical Place Playground was the first of its kind All-Inclusive Playground in the state of Tennessee in honor of Mary McAuley. A key landmark within our Parks system, Mary's Magical Place welcomes friends from all over the world to play together. For more information, you can find Mary's Magical Place on Facebook @Marys-Magical-Place



Near and dear to the heart of many in the Country Music Industry and Hendersonville as a whole is Christmas 4 Kids - C4K was started by Conway Twitty's bus driver here in Hendersonville in the 1980's. Each year, the community bands together with many fundraisers, volunteers and local businesses to help over 400 kids have a Christmas that they would not ordinarily have. Here is the website that will tell you all about this wonderful cause - <https://christmas4kids.org>



Grace Place is a home and long term life restoration program for single mothers and children experiencing homelessness in Sumner County. Their mission is empowering single mothers in need and their children toward developing healthy, safe, and independent lives in the local community. They offer a variety of support services including shelter, transportation, career training, financial literacy, parenting classes, peer and professional counseling, legal resolution, credit restoration, and a one year extended graduate program. Since 2015, 87% of graduates remain independent in the community.

INTANGIBLE ASSETS YOU RECEIVE AS A PIG FEST SPONSOR

PRESTIGE OF PROPERTY

Value of building equity in your brand by being associated with one of the BBQ Industry's largest local events as well as one of Middle Tennessee's premier food festivals.

RECOGNIZABILITY & AWARENESS

Increased likelihood that the placement of the festival's mark and logo on packaging, in ads, on your website or in sponsor promotions will increase your sales and build incremental brand loyalty.

AUDIENCE LOYALTY

The loyalty and affinity that the attendee has for the festival will create an increased loyalty for the sponsor's brand. We relate the loyalty of a BBQ consumer to that of college football and country music.

CATEGORY EXCLUSIVITY

You will stand out above your competition to the BBQ loyalists.

SPONSORSHIP ACTIVATION

Opportunity to create more value with your sponsorship through activating a promotion that allows you to directly engage the audience.

NETWORKING OPPORTUNITIES

Run cross-promotions with other festival sponsors, and network with other festival sponsors to create incremental partnering opportunities outside the festival.

RETAIL PARTNERSHIP TIE-INS

Bring in a retail partner to your sponsorship for an increment cost to help drive product sales.



HENDERSONVILLE COMMUNITY IMPACT

Partnering with Hendersonville Pig Fest means more than sponsorship; it's joining a local event dedicated to giving back. Your involvement directly contributes to sizable donations benefiting charitable causes within our community, creating a meaningful impact beyond the festival.

Sponsorship Opportunities



2026 PIG FEST PRESENTING SPONSOR - \$20,000

- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Co-Branding
 - Media, Print, Radio, Social Media
 - Giveaways
 - (Pig Fest Race Merchandise)
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- (20) Friday Night Concert Sponsor Tent Tickets
- (10) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Featured on Grand Entrance Banners
- Logo on signage throughout festival site
- Vendor Booth Space
- Logo on awards

DONE

2026 PIG FEST PIT MASTER SPONSOR- \$10,000

- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- Vendor Booth Space
- (15) Friday Night Concert Sponsor Tent Tickets
- (8) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Featured on Grand Entrance Banners
- Logo on signage throughout festival site
- Logo on awards

PLATINUM SPONSOR- \$7,500

- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- (10) Friday Night Concert Sponsor Tent Tickets
- (6) Thursday Night Steak Dinner/Silent Auction Tickets
- (10) Friday Night Concert GA Tickets
- (10) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Vendor Booth Space



GOLD SPONSOR- \$5,000

- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

SILVER SPONSOR- \$2,500

- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space





2026 ADDITIONAL SPONSORSHIP LEVELS

BENEFITTING:



All sponsorships come with a side of recognition in the program, on the website, and other valuable mentions.	Bronze Sponsor \$1000.00	Support Sponsors \$500.00	Friends of PigFest \$250
Steak Dinner and Silent Auction Tickets (2)	★		
Complimentary Cook Team	★	★	
LED Screen Recognition	★	★	★
Logo on Website	★	★	★
Featured Social Media	★	★	★
Friday Night Sponsor Tent Tickets	4	2	2

***In kind donations such as goods, services, or financial will equate to the level associated with the donation value**

NAMING RIGHTS OPPORTUNITIES

VIP AREA SPONSOR- \$7,500

- Exclusivity of VIP Area Naming Rights and Branding
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- Vendor Booth Space
- (15) Friday Night Concert Sponsor Tent Tickets
- (8) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Vendor Booth Space

DONE



STAGE SPONSOR- \$10,000

- Exclusive Stage Banner Naming Rights and Branding
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- Vendor Booth Space
- (15) Friday Night Concert Sponsor Tent Tickets
- (8) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days



BBQ TEAM BREAKFAST - \$2,500

- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space





PIG RACES SPONSOR- \$10,000

- Exclusive Pig Race Promotion Rights and Branding
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- Vendor Booth Space
- (15) Friday Night Concert Sponsor Tent Tickets
- (8) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days

JUDGES TENT SPONSOR- \$5,000

- Logo included on Exclusive 2026 Judge Pin
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space



KIDZ ZONE SPONSOR- \$5,000

- Exclusive Branding Rights to Kidz Zone
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

LED SCREEN SPONSOR- \$7,500

- Exclusivity of LED Screen Naming and Branding
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- (10) Friday Night Concert Sponsor Tent Tickets
- (6) Thursday Night Steak Dinner/Silent Auction Tickets
- (10) Friday Night Concert GA Tickets
- (10) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Vendor Booth Space



FESTIVAL CARD SPONSOR- \$5,000

- Festival Card Branding Exclusivity
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

GOLF SHUTTLE SPONSOR- \$5,000

- Logo on all shuttles utilized during event
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space





PICKLEBALL TOURNAMENT- \$2,500

- Exclusive Pickleball Sponsor
- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

CORNHOLE TOURNAMENT- \$2,500

- Exclusive Cornhole Sponsor
- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space



FOOTBALL TAILGATE TRAILER- \$5,000

- Logo Presented on and around trailer
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

STEAK DINNER AND AUCTION- \$7,500

- Exclusivity of Steak Dinner and Silent Auction Branding
- Steak Dinner and Silent Auction Promotions
- Logo and link on the festival website
- Live stage announcements
- Complimentary
- (6) Thursday Night Steak Dinner/Silent Auction Tickets
- (10) Friday Night Concert Sponsor Tent Tickets
- (10) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Vendor Booth Space

DONE



WHOLE HOG DEMO- \$1,000

- (6) Thursday Night Steak Dinner/Silent Auction Tickets
- (10) Friday Night Concert Sponsor Tent Tickets
- (10) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days
- Vendor Booth Space

PEOPLES CHOICE TENT- \$5,000

- Logo Presented on and around Tent on Saturday
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- (8) Friday Night Concert Sponsor Tent Tickets
- (4) Thursday Night Steak Dinner/Silent Auction Tickets
- (8) Friday Night Concert GA Tickets
- (8) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space





\$2,500

**Paint Sponsor
Covers Paint Supplies for
Parking Palette Participants**



JEFF JARRETT'S
★ ALL-STAR ★
SUPER SLAM



SPONSORSHIP
OPPORTUNITIES



ALL STAR SLAM NAMING RIGHTS OPPROTUNITIES

RING OF HONOR SPONSOR- \$10,000

- Exclusive Wrestling Event Promotion Rights and Branding
- Logo and link on the festival website
- Live stage announcements during the event
- Complimentary Entry into BBQ Competition
- Complimentary Golf Scramble Team Entry
- Inclusion in all additional paid media (TV, Print)
- Inclusion in radio schedule, including social media.
- Vendor Booth Space
- (15) Friday Night Concert Sponsor Tent Tickets
- (8) Thursday Night Steak Dinner/Silent Auction Tickets
- (15) Friday Night Concert GA Tickets
- (15) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition for all 3 days



TURNBUCKLE SPONSOR- \$2,500

- Exclusive Turnbuckle Sponsor (See Hiller in Picture)
- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space

ON THE MAT SPONSOR- \$5,000

- Exclusive Apron Sponsor Space (See Picture)
- Logo and link on the festival website
- Complimentary Entry into BBQ Competition
- (6) Friday Night Concert Sponsor Tent Tickets
- (2) Thursday Night Steak Dinner/Silent Auction Tickets
- (6) Friday Night Concert GA Tickets
- (6) Thursday Night Wrestling GA Tickets
- Sponsor Merchandise Gift Package
- LED Screen Recognition during Wrestling and Concert
- Vendor Booth Space



ALL STAR SLAM NAMING RIGHTS OPPROTUNITIES

INDIVIDUAL MATCH NAMING RIGHTS

**MAIN EVENT FEATURING 3X
PROFESSIONAL WRESTLING HALL
OF FAMER-JEFF JARRETT** **\$2,500**

TAG TEAM TITLE MATCH **\$1,500**

MICRO MANIA **\$1,000**

CONCESSION STAND BRAWL **\$1,000**

LADIES TITLE MATCH **\$1,000**

5-WAY HIGH SCHOOL SHOWDOWN **\$750**

LUCHA LIBRE SPECTACULAR **\$500**

SUPERSTAR SINGLES **\$500**



ALL STAR SLAM NAMING RIGHTS OPPROTUNITIES

SPONSORSHIP BENEFITS

All sponsorships come with recognition in the program, on the website, and other valuable mentions.	Ring of Honor \$10,000.00 (1) Available	On The Mat \$5,000.00	Turnbuckle \$2,500.00	Individual Match Sponsors
Match Naming Rights				
Apron Image Rights				
Turnbuckle Image Rights				
Jeff Jarrett Custom Video				
In Show Plugs and Match Announcement				
Social Media Post with Individual Graphic				
Guest Ring Announcer				
Logo on Event Promotion				
Wrestling Passes	10	4	2	2



**GOLF
SCRAMBLE
SPONSORSHIP
OPPORTUNITIES
OCTOBER 19, 2026**

PIG FEST GOLF TOURNAMENT SPONSOR OPPORTUNITIES

TOP HOG- \$15,000

- Exclusive Naming Rights
- Logo on Signage, Carts, and Digital Ads
- 2 Complimentary Foursomes
- Speaking Moment at Awards
- Premier Tent/Activation Space
- Social Media Spotlight Campaign
- First Right of Refusal for Following Year
- 2 VIP Steak Dinner and Silent Auction Tickets
- VIP Friday Night Concert Tickets



BIG BOAR- \$10,000

- Logo on Welcome Banner
- One Complimentary Foursome
- Hole Sponsorship
- Banner at Registration
- Recognition at Awards
- 2 VIP Steak Dinner and Silent Auction Tickets
- Signage at Pig Fest

BBQ PLATE SPONSOR- \$5,000

- Hole Sponsorship
- One Complimentary Foursome
- Signage at Pig Fest
- 2 VIP Steak Dinner and Silent Auction Tickets





PIGFESTTN.COM
VETERAN'S PARK, HENDERSONVILLE, TN 37075

Contact

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Photos courtesy of Memories by Murray