

FUN - CLEAN - SAFE

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**BUFFALO SPRINGS LAKE**  
Lubbock, Texas

# SPONSORSHIP OPPORTUNITY 2025

Excitement is building at Buffalo Springs Lake as we prepare for the 2025 season, promising an unforgettable lineup of events that will captivate, entertain, and inspire our community and visitors. This year, we are proud to announce that Buffalo Springs Lake will host Lubbock's only fireworks show on July 6, making it the must-attend celebration of the year. Last year's record-setting display was just the beginning. This year, we're making it even bigger, brighter, and more spectacular by extending our finale and pushing the limits of what a fireworks show can be. With thousands of spectators gathering to witness this breathtaking event, this is your opportunity to put your brand front and center in Lubbock's most anticipated summer celebration. Beyond the fireworks, our 2025 season is packed with signature community events, including:

- 🌟 Lubbock's Only Fireworks Show – July 6
- 🔥 State Championship BBQ Cook-Off
- 🎣 C.A.S.T. for Kids & Pee Wee Fishing Tournament
- 🍽️ For the first time ever, Buffalo Springs Lake is hosting the annual ABC Pro Rodeo Cook Off!

This exciting addition to our lineup brings another major, high-profile event to our season, offering even more exposure and engagement for sponsors. We offer a range of sponsorship packages tailored to provide maximum visibility and impact, including: ✅ Corporate passes for year-round access ✅ High-visibility advertising at the lake and across our digital platforms and ✅ On-site brand engagement at events.

By sponsoring Buffalo Springs Lake, your company will gain unparalleled exposure while actively contributing to the vibrancy of our community. This is more than just an event—it's a legacy, and we invite you to be part of it. On the next page, you'll find our sponsorship levels outlining the benefits and opportunities available to our partners. We encourage you to review them and choose the level that best fits your goals. We would love the opportunity to discuss how we can align your brand with Lubbock's most anticipated event of the year. Thank you for your time and consideration—we look forward to working together to create lasting memories and meaningful visibility for your company.

*Shayna Kerby*

MARKETING DIRECTOR

**BUFFALO SPRINGS LAKE**  
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*Corporate Title*  
**SPONSORSHIP**  
*Fireworks Sponsor*

**SPONSORSHIP  
 PLATINUM**

\$15,000

**SPONSORSHIP  
 GOLD**

\$10,000

**SPONSORSHIP  
 SILVER**

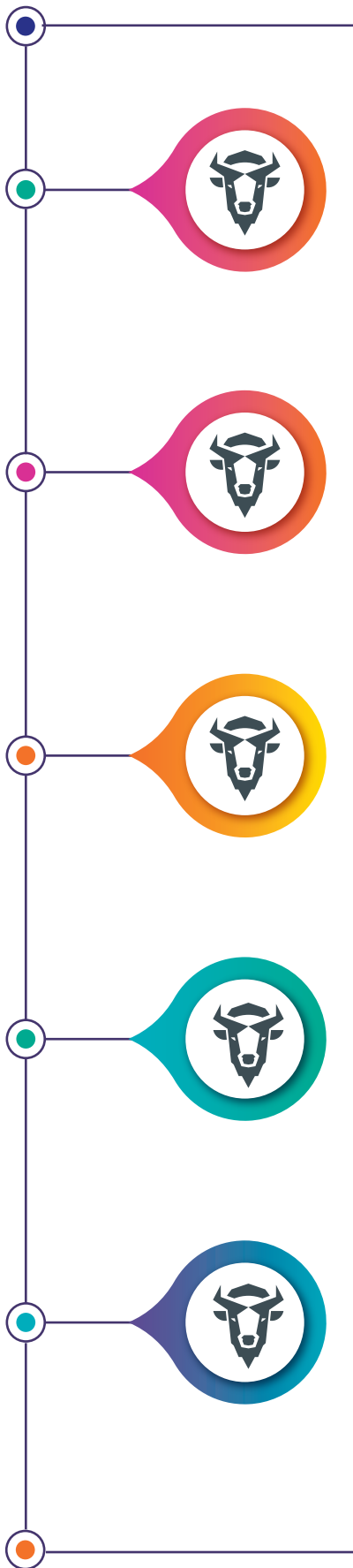
\$5,000

**SPONSORSHIP  
 BRONZE**

\$1,000

**SPONSORSHIP  
 BUFFALO**

\$500



**PACKAGE DETAILS**

Fifteen (15) corporate passes (for employees valued at \$2000).

Your logo will be prominently displayed on banners at the lake's entrance and exit, as well as atop the hill near the entrance just before going down the hill. Additionally, a 4'x4' sign featuring your logo will be positioned at the main boat dock for maximum visibility.

Sponsorship acknowledgement on-line, promotional materials; including logo on the Buffalo Springs Lake website. Pre-event social media coverage. Seasonal social media coverage.

Sponsor's company name during announcements at any lake event.

Logo on lake produced event posters to be displayed at local businesses.

Event display vendor table at all lake events.

Recognition during live event coverage (news/radio interviews, Spotify, and Pandora promoting events).

Dedicated email blast to Buffalo Springs Lake mailing list.

VIP area reserved for viewing fireworks July 6.

**PACKAGE DETAILS**

Ten (10) corporate passes (for employees valued at \$2000).

Logo will be placed on banners located at Entrance, Exit, top of hill, and Marina year-round.

Sponsor's logo on our website with hyperlink

Booth space during the event.

Recognition during live event coverage (news/radio interviews promoting events).

Event display vendor table at all lake events.

Pre-event social media coverage.

Seasonal social media coverage.

Dedicated email blast to Buffalo's mailing list.

4'x4' Signage at our popular boat ramp by Sandy Point Beach with your company logo.

**PACKAGE DETAILS**

Ten (10) corporate passes (for employees valued at \$2000).

Logo will be placed on banners located at Entrance, Exit, top of hill, and Marina year-round.

Sponsor's logo on our website with hyperlink.

Booth space during the event.

Recognition during live event coverage (news/radio interviews promoting events).

Event display vendor table at all lake events.

Pre-event social media coverage.

Seasonal social media coverage.

**PACKAGE DETAILS**

Five (5) corporate passes (\$1000 value)

Sponsor's logo on our website with hyperlink.

Advertisement announcements before events.

Recognition on live event coverage (news/radio interviews promoting events).

Event display vendor table at all lake produced events.

Pre-event social media coverage two weeks prior to the events.

**PACKAGE DETAILS**

2 yearly business passes (\$400 value).

Pre-event social media coverage two weeks prior to events.

Sponsor's name announced during the events.

Logo for the company will be displayed at the events.

**PACKAGE DETAILS**

1 yearly business pass (\$200 value).

Pre-event social media coverage two weeks prior to events.

Sponsor's name announced during events.

