

SPONSORSHIPS



SPONSORSHIP OPPORTUNITIES

2026 ENTERTAINMENT SEASON (APRIL-NOVEMBER)

THE DISTRICT
— AT WILLOW PARK —

WELCOME

The District at Willow Park has quickly become Parker County's go-to destination for live music, family-friendly events, and community connection.

Following a four-month debut entertainment season in 2025, we are expanding to a full April–November calendar in 2026 — featuring weekly concerts, themed activations, outdoor movie nights, specialty markets, and community celebrations.

What began as a pilot season is now a growing tradition.

In 2025 alone, The District welcomed:

- **71,200 individual visitors with an average age of 36 and income of \$143k**
- **180,800 total visits**
- **1,000–1,300 attendees at headline concerts**

This year, we're building on that momentum with more programming, more consistency, and more opportunities for local businesses to align with an engaged and high-spending audience.

Importantly, our goal remains the same:

Keep entertainment free and accessible for Willow Park and the other surrounding communities.

Sponsorship support allows us to continue offering high-quality live music and experiences while providing meaningful brand exposure for our partners.

Cork & Pig
Tavern

LUCCHESI[®]
BOOTMAKER

THE
LUMEN
ROOM

MELT
ICE ♠ CREAMS




KINGS GATE

WILLOW PARK
SUPPORTS
COMMUNITY

WHY SPONSOR AT THE DISTRICT?

Sponsoring The District is more than logo placement — it's consistent visibility in one of the fastest-growing communities in North Texas.

Direct Access to an Affluent Audience

- \$142K average household income
- Family-oriented, home-owning demographic
- Repeat local attendance from Parker and Tarrant Counties

Repeated Brand Exposure

- 2-3x Weekly event cadence (April–November)
- High-energy concerts drawing up 1,000+ attendees
- Community events attracting families

High Engagement Environment

- On-site activation opportunities
- LED wall advertising
- Social media + email exposure

Community Alignment

Your support helps us:

- Keep entertainment free
- Support local artists
- Create meaningful gathering experiences
- Strengthen Willow Park and Parker County's identity

This is a partnership opportunity designed to grow alongside our event season.

VISITOR DEMOGRAPHICS

Events at The District are designed to attract visitors of all ages. We prioritize creating free family-friendly experiences for all.

HOUSEHOLD TYPE

75% Families

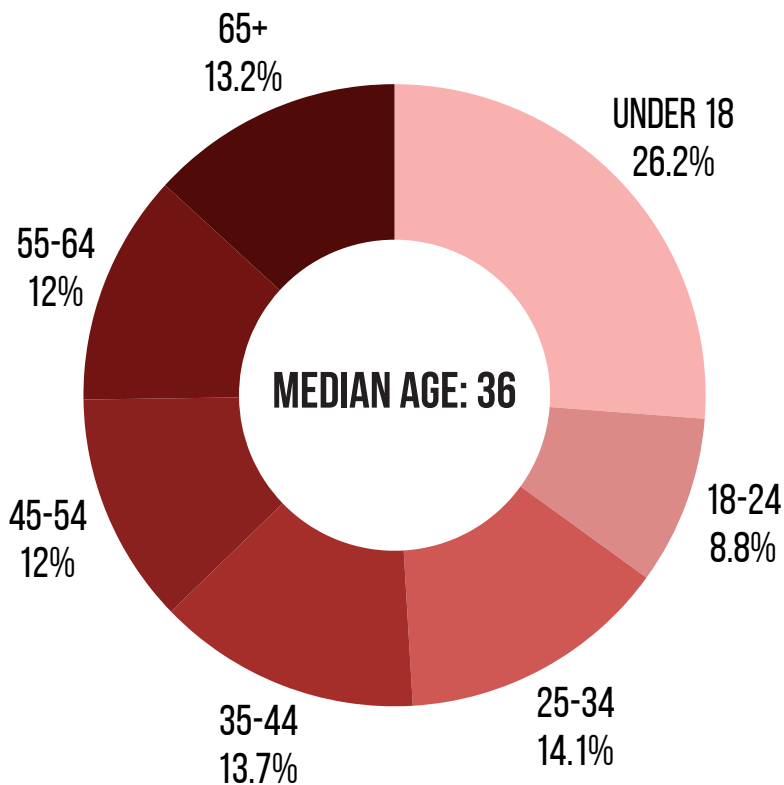
25% Singles

% OF HOUSEHOLDS

AVERAGE HOUSEHOLD SIZE: 2.8

Placer.ai : January - December 2025, Captured Visitors

AGE GROUPS



Placer.ai : January - December 2025, Potential Visitors



AVERAGE HOUSEHOLD INCOME
\$142,892

Placer.ai : January - December 2025, Captured Visitors



UNIQUE VISITORS (2025)
180,800

DISTRICT VISITORS (2025)
71,200

Placer.ai : January - December 2025

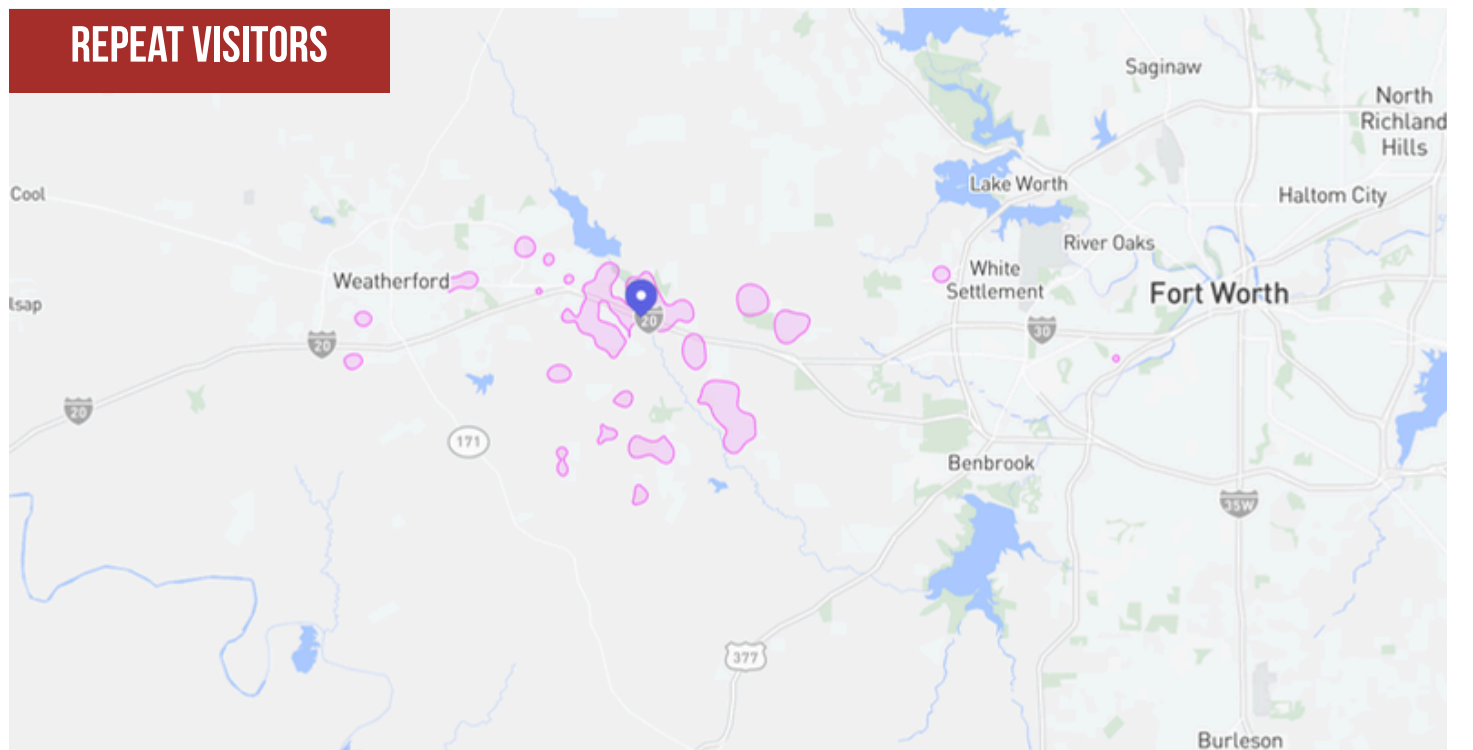
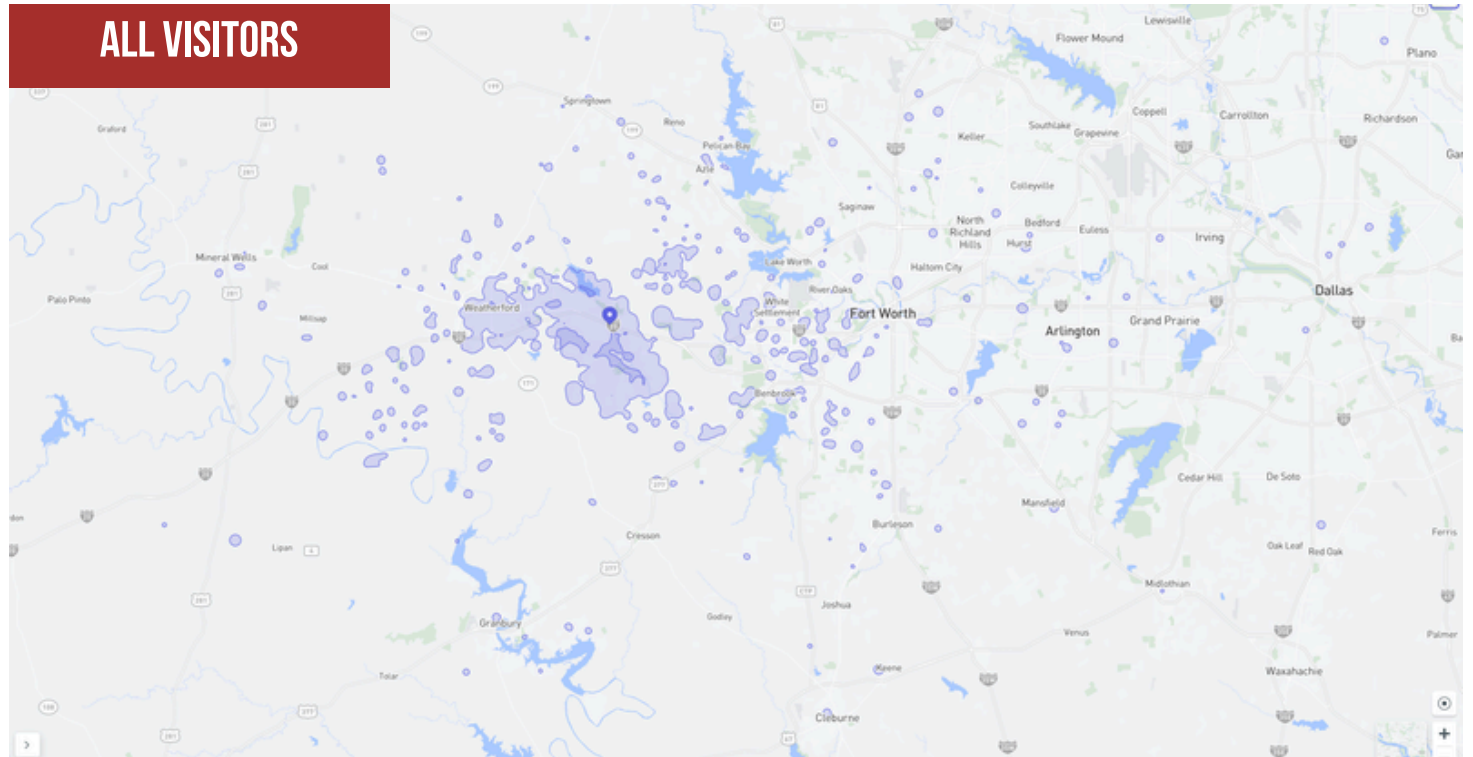


EVENT ATTENDANCE HIGH
1.28K
80S MIXTAPE

Placer.ai : July - December 2025

VISITOR MAP

In 2025, The District attracted visitors from across North Texas. Repeat visitors primarily live in Parker and Tarrant County.



2025 SEASON RECAP

Our 2025 season at The District was packed with can't-miss experiences that brought the community together week after week. Our Friday night concert series, **Lucchese Live & Local**, showcased the best of Texas country music, giving guests an authentic, laid-back way to kick off their weekends while supporting local artists. We also leaned into family-friendly fun with outdoor movie nights and a Back-to-School Splash Bash, delivering the perfect mix of entertainment and summer relief for kids and parents alike.

Saturday nights turned up the volume with high-energy performances from larger bands that drew enthusiastic crowds. Highlights included Reputation, a Taylor Swift tribute band that had fans “shaking it off” all night; 80s Mixtape, which transformed The District into a full-on throwback dance party; and Run to You, a Bryan Adams tribute band that took us back to the Summer of '69. **Each drawing between 1,000-1,300 attendees.** Together, these events reinforced The District as a vibrant gathering place—offering something for everyone, from live music lovers and families to friends looking for a fun, social night out.

This year, we're building on that success with an expanded and even more dynamic event lineup. Live music will continue on Friday and Saturday nights, while new Thursday night activations are being introduced in rotation, including **music bingo, line dancing, and karaoke**—creating more opportunities for guests to gather and engage throughout the week. In addition, we're partnering with **NTX Vintage Markets** to host themed markets on select Sundays throughout the year, adding a fresh, curated shopping experience that further enhances The District as a go-to destination for community, entertainment, and discovery.



EVENT PARTNERS

- 760 Magazine
- Aledo Music Academy
- Carter Bloodcare
- City of Willow Park
- Pure Barre Aledo
- SEEK Collaborative
- Weatherford Run Club

DISTRICT REACH

WEBSITE VISITS

42,000/YR
8K/MO DURING EVENT SEASON

FACEBOOK

4.6K FOLLOWERS

INSTAGRAM

2.6K FOLLOWERS

2025 SEASON RECAP



2025 SEASON RECAP



SPONSORSHIP PACKAGES

PACKAGES



STAGE SPONSOR



LAWN SPONSOR

\$20,000

Branding & Visibility

- Signage in a high-visibility location for the duration of sponsorship*
- Prominent logo placement on sponsor banners and stage graphics
- Logo on website
- Logo in the footer of the newsletter every week during the event season

LED Wall

- (3):30-second ad placements rotated during venue hours throughout the season; static or video (no sound)
- Featured sponsor slide shown pre-show at all concerts

On-Site Presence

- 10x10 booth space at five events
- VIP elevated seating for 10 guests at five events (with beverages/snacks)

Digital & Social

- Three dedicated social media sponsor features
- Logo inclusion in seasonal announcement post

Renewal Priority

- First right of renewal for 2027



(*SIGNAGE AT SPONSORS COST)

PRODUCTION SPONSOR

\$20,000 FOR ONE SPONSOR OR TWO SPONSORS AT \$10,000/EA

ONE SPONSOR:

Branding & Visibility

- Signage near the stage during event season - “Official Production Partner”
- Prominent logo placement on sponsor banners and stage graphics
- Logo on website
- Logo in the footer of the newsletter every week during the event season

LED Wall

- (3):30-second ad placements rotated during venue hours throughout the season; static or video (no sound)
- Featured sponsor slide shown pre-show at all concerts

On-Site Presence

- 10x10 booth space at five events
- VIP elevated seating for 10 guests at (5) events (with beverages/snacks)

Digital & Social

- (3) dedicated social media sponsor features
- Logo inclusion in seasonal announcement post

Renewal Priority

- First right of renewal for 2027

IF DIVIDED BETWEEN TWO SPONSORS:

Branding & Visibility

- Signage near the stage during event season - “Official Production Partners”

LED Wall

- (2):30-second ad placements rotated during venue hours throughout the season; static or video (no sound)

On-Site Presence

- 10x10 booth space at (3) events
- VIP elevated seating for 10 guests at (3) events (with beverages/snacks)

Digital & Social

- (2) dedicated social media sponsor features

ALL OTHER PACKAGE ITEMS REMAIN THE SAME

ENTERTAINMENT SPONSOR – GOLD

\$5,000

- 10×10 booth space at (2) events
- Logo on sponsor banner and stage graphics (grouped with other gold)
- (1):30-second ad placements rotated during venue hours throughout the season; static or video (no sound)
- Logo on website during event season
- (1) “Thank you” social media post (grouped with other gold)
- (1) “Sponsor Spotlight” in our newsletter during event season
- Logo in the footer of the newsletter every week during the event season



ENTERTAINMENT SPONSOR – SILVER

\$2,500

- 10×10 booth space at (1) event
- Logo on sponsor banners and stage graphics (grouped with other silver)
- (1) :15-second ad placement rotated during venue hours throughout the season; static or video (no sound)
- Logo on website during event season
- (1) “Thank you” social media post (grouped with other silver)
- Logo in the footer of email marketing during the event season



MOVIE NIGHT SPONSOR \$1,000

- “Presented by” attribution on event collateral and event page
- Pre-show slide on LED Wall
- 10x10 booth at the event OR 3-minute on-stage welcome speech
- “Thank you” social media post

CUSTOM SPONSORSHIPS

SWAG SPONSOR COST VARIES (SPONSOR FUNDS PRODUCTION)

- Logo on item
- Recognition during distribution
- “Thank you” social media post

Event calendar selection required four weeks in advance

BRANDED EVENT SERIES VARIES

- “Presented by” attribution on event collateral and event page
- 10x10 booth during the event for the duration of the series
- Shoutout during the event for the duration of the series
- “Thank you” social media posts during event series

CONCERTS - “_____ SERIES PRESENTED BY _____”

MUSIC BINGO, LINE DANCING, KARAOKE - “THURSDAY NIGHTS PRESENTED BY _____”

CALENDAR OF EVENTS

AS OF 2/11/2026

APRIL 3	REMY REILLY
APRIL 4	POO LIVE CREW
APRIL 5	NTX VINTAGE MARKETS - SPRING MARKET
APRIL 10	MEL GARSEK
APRIL 17	DALLAS BURROW
APRIL 18	THE TEXAS HEAT
APRIL 25	760 FEST
MAY 1	FIELDS OF LILY
MAY 2	MILAGRO - SANTANA COVER BAND (CINCO DE MAYO)
MAY 8	LUCCHESE LIVE & LOCAL: MATTIE ROSE
MAY 9	NATE BURNHAM
MAY 15	LUCCHESE LIVE & LOCAL: COPPERHEAD JONES
MAY 16	THE TEXAS HEAT
MAY 23	REMY REILLY
MAY 30	ALEDO MUSIC FEST
MAY 31	NTX VINTAGE MARKETS - GILMORE GIRLS TAKEOVER
JUNE 5	DONOVAN AMAYA
JUNE 6	BRONSON LOUIS
JUNE 12	CAROLINE GRACE
JUNE 13	DANNY JOSEPH

JUNE 20	THE TEXAS HEAT
JUNE 28	NTX VINTAGE MARKETS - WEINER FEST
JULY 4	JULY 4 TH CELEBRATION W/ CITY OF WILLOW PARK
JULY 11	BRAD THOMPSON
JULY 18	THE TEXAS HEAT
JULY 25	NEON PROPHETS
AUGUST 1	TRISTAN ROBERSON
AUGUST 9	NTX VINTAGE MARKETS - DISCO COWGIRL MARKET
AUGUST 15	THE TEXAS HEAT
AUGUST 22	ZAC WILKERSON
SEPTEMBER 12	ATLANTIS AQUARIUS
SEPTEMBER 18	TWO GUYS WALK IN A BAR
SEPTEMBER 19	POO LIVE CREW
OCTOBER 3	THE TEXAS HEAT
OCTOBER 4	NTX VINTAGE MARKETS - BARKTOBERFEST
OCTOBER 10	JORDAN NIX
OCTOBER 24	FINIS SMITH
NOVEMBER 8	THE TEXAS HEAT
NOVEMBER 22	NTX VINTAGE MARKETS - HOLIDAY MARKET