THE A.B.C. NETWORK

MUSIC. FAMILIES. POSSIBILITIES.

TEXAS TOUR.

Big stages. Greater belonging.

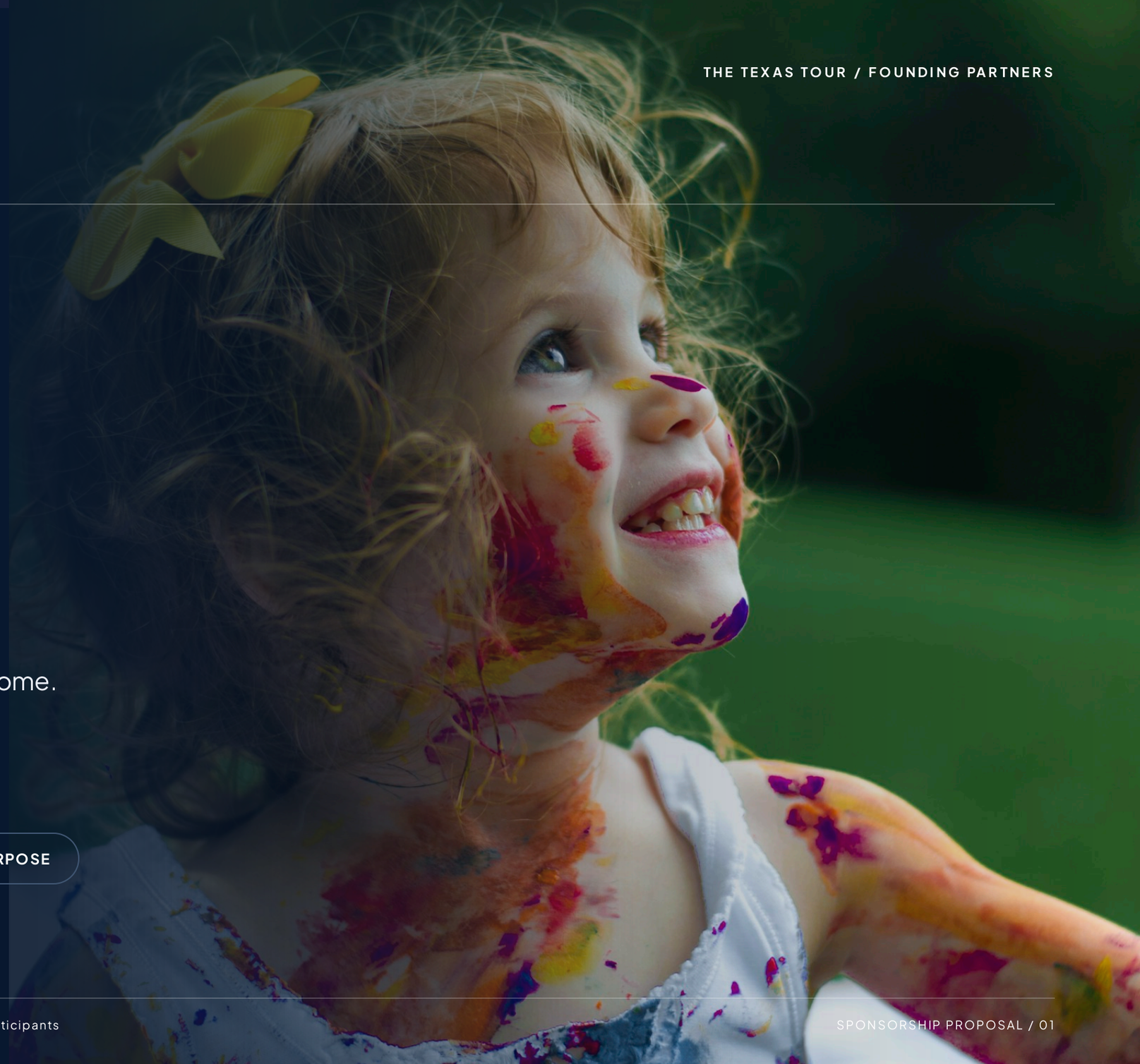
For the joy of being together.

For a Texas where every family feels welcome.

$5M ANNUAL SPONSORSHIP OPPORTUNITY

3 EVENTS | 9 NIGHTS | ONE SHARED PURPOSE

Powered By: TechSechtor International LLC



01 / THE INVITATION

Be the brand that brings Texas together.

A high-energy entertainment platform with a clear purpose: elevate autism awareness through experiences families can share.

01

Win attention

Headline country music and a coordinated campaign put your brand inside moments families choose to attend.

02

Build connection

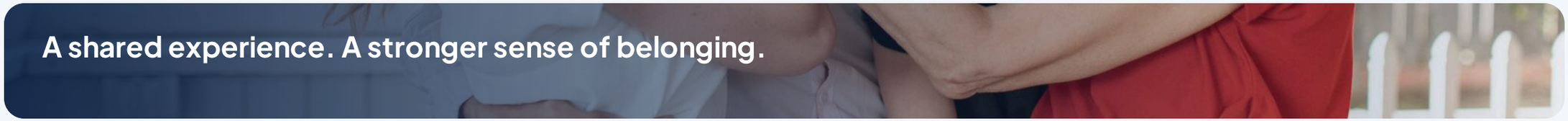
Turn visibility into product discovery, customer conversations, hospitality and meaningful employee participation.

03

Make belonging visible

Help create welcoming festival experiences for autistic guests, families, caregivers and the wider community.

A partnership designed to deliver commercial value and community value together.



02 / THE PURPOSE

Every child deserves a place to belong.

A day to play. A moment to shine.
A memory the whole family carries home.

The Texas Tour brings autism awareness into experiences built around connection, celebration and inclusion.

Your partnership helps make room.

For autistic guests. For siblings and caregivers.
For families who want to feel welcome, together.



03 / THE ANNUAL PLATFORM

Three festivals. Nine unforgettable nights.

Powered by proud title and supporting sponsors. A repeatable festival experience with room for local character.

01

Event One · $1.25M

Three days of family attractions, sponsor experiences and headline country performances.

02

Event Two · $1.25M

A second Texas gathering that builds campaign momentum and deepens partner engagement.

03

Event Three · $1.25M

A closing festival that celebrates families and gives sponsors a full-season story.

Planning basis: three total events per year, three days per event. Texas markets, venues, dates, capacity and artist bookings remain to be confirmed.

04 / THE LIVE EXPERIENCE

Country energy. Family-first experiences.

BY DAY

Explore. Play. Connect.

Family activities, local food and vendors, sponsor demonstrations, community resources and inclusive recreation.

BY NIGHT

Big artists. Bigger memories.

Target contemporary country headliners with broad appeal, supported by an entertainment brief appropriate for families.

EVERY DAY

A welcome that works.

Planned sensory-friendly spaces, accessible viewing, clear wayfinding and trained guest-support teams.

Programming and accessibility features are proposed deliverables, subject to site planning and contracted providers. No artists are represented as booked.



> **Their childhood. Your chance to make it brighter.**

05 / THE SIGNATURE MOMENT

A night to remember. A place to call home.

3 HOMES

Proposed at every festival.

One furnished-home giveaway each night creates a signature moment for families—and a distinctive activation opportunity for housing, furnishings and home-services partners.

$450,000 combined home budget per event



Budget assumption follows the supplied deck: three homes total per event, one per night; $450,000 combined, including furnishings. Inventory, valuation, eligibility, giveaway structure, taxes and official rules require confirmation before promotion.

06 / THE MEDIA ENGINE

Own the story before the gates open.

BUILD ANTICIPATION

Before the festival

Highway billboards, radio, television and paid social introduce the tour and its founding partners.

AMPLIFY THE MOMENT

During the festival

Stage recognition, venue branding, live social coverage and sponsor activations connect exposure with experience.

EXTEND THE VALUE

After the festival

Recap films, approved highlights, opt-in follow-up and sponsor reports keep the campaign working.

Artist social sharing and celebrity content: negotiated into talent agreements, subject to approval.

Advertising allowance: $100,000 per event. Channel mix, flight dates, inventory and reach targets will be set after markets and media rates are confirmed. No audience or impression guarantees are implied.



> **The most powerful story starts with family.**

07 / SPONSORSHIP ARCHITECTURE

A clear path to $5M.

3 EVENT TITLE PARTNERS

$1M each

One title position per festival. Priority event naming, stage presence, category rights and eligibility for the proposed revenue-sharing partnership.

$3M ANNUAL TARGET

4 TOUR SUPPORTING PARTNERS

$500K each

Tour-wide presence across three festivals, with a signature activation platform, integrated recognition and agreed hospitality.

$2M ANNUAL TARGET

$3M + $2M = $5M

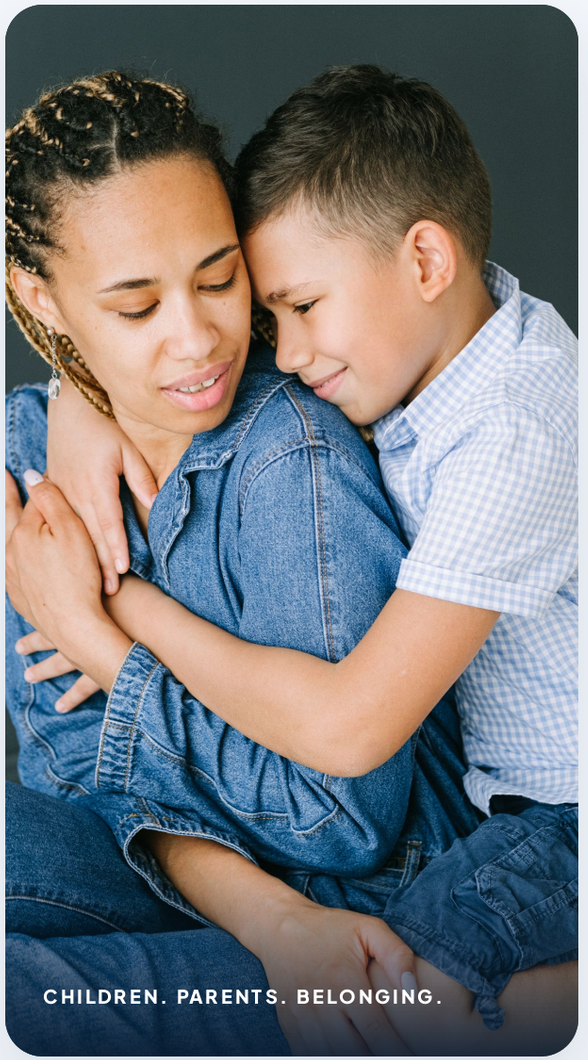
Recommended sales structure for discussion—not existing commitments or established market valuations. Cash target excludes in-kind support. Benefits, exclusivity and activation costs are subject to contract.

08 / THE RIGHTS PACKAGE

Make the partnership work for your business.

PROPOSED BENEFIT	EVENT TITLE · $1M	TOUR SUPPORTING · $500K
Brand ownership	"[Brand] presents" at one event	Supporting recognition at all three
Signature presence	Priority main-stage and entry branding	Named experience or festival zone
Category protection	Negotiated for designated event	Negotiated for contracted tour assets
Customer engagement	Premium activation footprint + opt-ins	Activation footprint + opt-ins
Media and content	Priority placement in event campaign	Integrated tour campaign recognition
Hospitality	Tailored client and employee allocation	Agreed hospitality allocation
Revenue-sharing eligibility	20% proposed; terms on next page	Not included in proposed package
Accountability	Event report + financial settlement	Tour delivery and impact report

Exact inventory, dimensions, ticket quantities, content licenses and category boundaries will be documented in each sponsor's rights schedule.



A meaningful connection begins with being seen.

09 / ALIGNED COMMERCIAL INTERESTS

More than visibility. A stake in the opportunity.

20%

Revenue-sharing partnership eligibility for every title sponsor.

Designed to strengthen long-term partnerships by connecting agreed event revenue with sponsor participation.

Define the economics together.

Revenue scope

Specify included streams: ticketing, vendor fees, concessions or other agreed receipts.

Calculation basis

Define eligible revenue, exclusions, refunds, taxes and any deductions before signing.

Allocation and settlement

Set event scope, sharing between any co-title partners, reporting, payment dates and review rights.

Proposed negotiation basis: one title partner per event receives 20% of contract-defined eligible revenue from that event. Eligibility is not a guaranteed payout or return; no revenue base, forecast or signed sharing agreement has been supplied.

10 / THE ANNUAL FUNDING PLAN

One ambition. Disciplined allocation.

ANNUAL SPONSORSHIP TARGET

$5M

Build the festivals.
Support the annual platform.

Event One	**$1.25M**
Event Two	**$1.25M**
Event Three	**$1.25M**
Proposed annual platform allocation	**$1.25M**

The three event targets total $3.75M. The remaining $1.25M is a proposed annual allocation for shared operations, year-round awareness, inclusion programs and reserves, subject to an approved line-item plan. It is not represented as committed charitable funding.



Behind the investment: a child's joy.

11 / THE EVENT ECONOMICS

Make every dollar accountable.

IDENTIFIED COST / PER EVENT	AMOUNT
Talent · $150,000 × 3 nights	$450,000
Fairgrounds / site allowance	$150,000
Advertising	$100,000
Three furnished homes · combined	$450,000
Identified costs	$1,150,000

PER-EVENT FUNDING TARGET

$1.25M

$100K remaining

Before additional operating costs and contractual commitments.

This balance is not profit.

Security and portable restrooms are additional, with costs still to be confirmed. Production, insurance, permits, staffing, accessibility, contingency, ticket-linked donations and sponsor revenue share also require funding in the final event model. No break-even forecast is asserted.

12 / GIVING WITH CLARITY

Every ticket. A tangible contribution.

$2

From every ticket sold.

Planned contribution to St. Jude Children's Research Hospital, alongside the tour's separate focus on autism awareness and inclusion.

30,000 tickets Illustrative contribution	**$60,000**
60,000 tickets Illustrative contribution	**$120,000**

Examples illustrate the $2-per-ticket calculation, not attendance projections. The organizer's proposed commitment does not establish a St. Jude affiliation or endorsement. Beneficiary naming, campaign authorization, ticket/refund treatment and remittance terms must be finalized before public fundraising.



For children. For parents. For moments that matter.

13 / PROOF OF PERFORMANCE

A report your team can take to the board.

REACH

Show the exposure

Ticket scans, verified media delivery, campaign impressions, content views and documented sponsor placements.

ACTION

Track the response

Consent-based leads, activation visits, samples, offer redemptions, hospitality use and attributed conversions where measurable.

IMPACT

Document the difference

Accessibility services delivered, community resources offered, volunteer hours and reconciled ticket-linked donations.

Proposed reporting cadence: agree KPIs before launch · monitor each event · report within 45 days.

Targets are set jointly once capacity, ticketing, media and activation plans are approved. Use aggregate or consented data; do not collect sensitive child or health information for sponsor lead generation.

14 / FROM PROPOSAL TO PARTNERSHIP

Build the right deal. Then build the experience.

01 / ALIGN

Choose your role.

Select title or supporting status, business objectives, category scope and the community experience your brand wants to champion.

02 / CONTRACT

Make value specific.

Confirm rights inventory, revenue-sharing terms, activation responsibilities, payment milestones and delivery protections.

03 / LAUNCH

Activate with confidence.

Finalize venues, dates, talent, media and event economics. Approve the campaign, execution plan and measurement dashboard.

Before launch, the partnership has a shared operating plan.

Confirmed event scope. Defined deliverables. Approved budget. Named owners. Agreed reporting.

Planning basis: organizer brief, supplied Texas Tour V4 deck and theabcnetwork.com brand system. Tour dates and year are intentionally unassigned pending confirmation; inherited expansion and profit-allocation claims are not treated as approved commitments.



Build something families can feel.

WHY LC3 IS A GREAT PARTNERSHIP

Shared purpose. Meaningful possibility.

A proposed partnership that gives LC3 a visible way to help families feel welcomed, celebrated and connected.

Purpose people can experience.

Connect LC3's participation to autism awareness, family togetherness and moments of joy across the Texas Tour.

Visibility with a human connection.

Pair proposed event recognition and community storytelling with face-to-face engagement that makes the partnership personal.

A shared plan. Accountable delivery.

Agree on LC3's role, activation budget and outcomes together; report on delivered visibility, participation and engagement.

Proposed partnership rationale. LC3's scope, commitments and benefits remain subject to mutual agreement.



BECOME A FOUNDING PARTNER

Let your brand be part of what brings us together.

The songs will end.
The feeling of belonging can stay.

Help bring country music, family connection and autism awareness to three extraordinary Texas festivals.

$5M ANNUAL SPONSORSHIP OPPORTUNITY

Start the partnership conversation.

theabcnetwork.com



HONORING THE PEOPLE BEHIND THE PURPOSE

For every child.
For every family.
For a greater sense of belonging.

PROJECT CREDIT

Mr & Mrs Krock

Dominick Howard

"Grandson To Lois Willie Lampkin"

We are Grateful To Serve Selflessly!

Powered By: TechSechtor International LLC

