

2025 EVENT SPONSORSHIP OPPORTUNITIES



GOODNIGHT AMPHITHEATER

TABLEROCK PARK - SALADO, TX

The Goodnight Amphitheater at Tablerock Park in Salado, TX, has been a local non-profit cornerstone organization for the performing arts and culture in Central Texas since 1979. For the past four decades, we've made it our mission to enrich the lives of our patrons and the greater central Texas community through arts education, preserving tradition, and presenting high-quality local and professional performing arts events while stewarding the unique and historic property our community affectionately refers to as "Tablerock".

2025 has been an exciting year for the Tablerock organization with the newly appointed Executive Director and the Board of Directors leading a long-overdue, major revitalization and renovation of the amphitheater and the entire 13-acre park with 1.5 miles of walking trails. Major changes and renovations will take place over the next six months with exciting events and concerts planned for the spring of 2026 to unveil the newly renovated spaces.

EVENT OVERVIEW

Tablerock of Salado invites you to partner with The Goodnight Amphitheater as a sponsor for all three of our remaining 2025 events — Fright Trail, A Christmas Carol, and the new Holiday Trail of Lights.

FRIGHT TRAIL - OCTOBER 24TH, 25TH, & 31ST

Step into a spine-tingling Salado tradition. The Fright Trail transforms the woods of Tablerock Park into a playful yet spooky Halloween adventure for families and thrill-seekers alike. Guests wind through torch-lit paths filled with creative sets, costumed characters, and seasonal fun, making it one of Central Texas' most unique outdoor experiences.

A CHRISTMAS CAROL - DECEMBER 5TH, 6TH, 12TH, & 13TH

The story that defines the season, told on the Goodnight stage. Each December, the timeless tale of Ebenezer Scrooge comes alive at The Goodnight Amphitheater in a classic stage production filled with music, heart, and holiday spirit. Beloved by audiences of all ages, this production connects generations through the power of live theater and tradition.

TRAIL OF LIGHTS - NOVEMBER 28TH THRU JANUARY 5TH

A dazzling new holiday experience in Salado. Families stroll through more than a half-mile of glowing oaks, illuminated bridges, and festive displays along the trails of Tablerock Park. The Holiday Trail of Lights brings together neighbors, visitors, and sponsors in a celebration of joy and wonder that highlights the magic of the season.

WHY SPONSOR?

As a local non-profit arts organization, your support directly fuels our revitalization and renovation efforts, helps us sustain year-round programming, and ensures we can keep the doors open for generations to come. Sponsorships also provide businesses and individuals with a valuable tax-deductible opportunity, while aligning your brand with a trusted community institution.

In addition to the mission impact, sponsors enjoy meaningful exposure and recognition across three high-profile events — Fright Trail, A Christmas Carol, and the new Holiday Trail of Lights! Benefits include recognition in event publicity, exclusive signage, social media mentions, and much more! And remember, your sponsorship covers all three events for 2025! That means you'll get to experience the benefits of one sponsorship package for all three events.

Become part of something special with this corporate support investment, and have fun while you do it!

SUPPORT LEVELS & BENEFITS

Becoming a Tablerock Sponsor in 2025 unlocks benefits exposure across all three of our events and provides you or your business with a tax-deductible investment in our community. In addition, you'll be supporting and helping kick-off our capital campaign to help fund the renovations and property revitalizations, ensuring The Goodnight Amphitheater remains a vibrant gathering place for generations to come. Choose from our predefined packages or collaborate with us to create a custom package that's just right for your group.

SPONSOR LEVELS & BENEFITS	PRESENTING SPONSOR (2 AVAILABLE)	GOLD SPONSOR (2 AVAILABLE)	SILVER SPONSOR (10 AVAILABLE)	COMMUNITY SPONSOR
INVESTMENT	\$6000	\$2500	\$1000	\$500
TICKETS PER EVENT	16	10	6	4
NAMING RIGHTS "YOUR COMPANY PRESENTS" ALL EVENT PROMOTIONS & PUBLICITY	X	—	—	—
LOGO FEAT. ON BANNERS, POSTERS, FLYERS	X	X	—	—
WEBSITE & EMAIL BLAST RECONITION	X	X	X	—
EXCLUSIVE & PROMINENT EVENT SIGNAGE	THEATRE AND TRAIL ENTRANCES & EXITS	PHOTO BOOTH & PARKING LOT	SPONSOR'S CHOICE TRAIL VIGNETTE (SEE LIST)	SHARED BANNER RECOGNITION (TRAIL EXIT)
PROJECTION AD CAROUSEL	X	X	X	SHARED SLIDE RECOGNITION
SOCIAL MEDIA RECOGNITION	[3] FEATURED & BOOSTED POSTS + SPOTLIGHT VIDEO	[2] FEATURED & BOOSTED POSTS + SPOTLIGHT VIDEO	[1] FEATURED & BOOSTED POST	BUSINESS MENTIONED
SPECIALTY SPONSORSHIPS	TRAIL MAP SPONSOR	CONCESSIONS SPONSOR	MOVIE SPONSOR	PROJECTION AD CAROUSEL SLIDE
INVESTMENT PURCHASED SEPARATELY OR ADDED FOR EXTRA VISIBILITY	\$2000	\$1000	\$1000	\$500
INCLUDES...	BUSINESS EXCLUSIVELY FEATURED ON TRAIL MAP	EXCLUSIVE SIGNAGE AT CONCESSION STAND	EXCLUSIVE SIGNAGE AT THEATRE ENTRANCE	CUSTOM PROJECTION AD - ALL 3 EVENTS

Please note, Silver Sponsors receive exclusive signage along the Fright Trail and the Trail of Lights, prominently displayed at a vignette of the sponsor's choosing, such as The Haunted Forest or The Pirate Ghost Ship for Fright Trail, or Santa's Workshop and Candy Cane Lane for the Trail of Lights.

PROJECTION AD CAROUSEL	TRAIL SIGNAGE	WEBSITE & EMAIL BLAST RECOGNITION	LOGO FEAT. ON AD POSTERS & FLYERS	TRAIL MAP SPONSOR	CONCESSIONS SPONSOR

Sponsoring The Goodnight Amphitheater is more than event recognition — it's an investment in the cultural life of Salado and Central Texas, and your business! Your sponsorship strengthens our community, helps sustain local arts programming, supports revitalization efforts, and shines a spotlight on your brand at all three of our events. Partner with us today and be part of the next chapter at The Goodnight Amphitheater. **To reserve your sponsorship by the October 17th deadline, contact:**

William R. Hearn | Executive Director | execdirector@tablerock.org | (979) 373-1009

ADDITIONAL SPONSORSHIP DETAILS

Need a better idea of what come with your sponsorship? Here’s a breakdown and examples of the types of benefits offered with our various sponsorship packages.