

TEXAS BEAR ROUND-UP™

TBRU™ 30: ROMAN HOLIDAY TRIUMPH - MARCH 12-15, 2026

DEAR COMMUNITY PARTNERS,

SHARPEN YOUR SWORDS AND RAISE YOUR GOBLETS — THE DALLAS BEARS PROUDLY PRESENT TEXAS BEAR ROUND-UP™ 30: ROMAN HOLIDAY TRIUMPH!

THIS MILESTONE YEAR MARKS THREE DECADES OF BROTHERHOOD, BENEVOLENCE, AND UNFORGETTABLE FUN. LIKE THE TRIUMPHS OF ANCIENT ROME, WE GATHER TO CELEBRATE VICTORY THROUGH UNITY — A VICTORY FOR FRIENDSHIP, LAUGHTER, AND GIVING BACK TO THE COMMUNITY WE LOVE.

TBRU™ HAS BECOME ONE OF THE LARGEST AND MOST BELOVED BEAR EVENTS IN NORTH AMERICA, DRAWING ATTENDEES FROM ACROSS THE GLOBE TO DALLAS FOR A WEEKEND OF REVELRY AND CONNECTION. TRUE TO OUR MOTTO, A PARTY WITH A PURPOSE, TBRU™ AND OUR PARTNERS AT BEARDANCE HAVE PROUDLY DONATED MORE THAN \$1 MILLION TO LOCAL DALLAS CHARITIES, CREATING LASTING IMPACT THROUGH COMPASSION AND COMMUNITY.

WHETHER YOU'RE A RETURNING CHAMPION OR NEW TO THE ARENA, YOUR SUPPORT ENSURES OUR NEXT THIRTY YEARS ARE JUST AS LEGENDARY. SO, JOIN US — TOGA OPTIONAL, GOOD TIMES GUARANTEED!

WITH GRATITUDE AND BEAR-SIZED PRIDE,

DR. CLAY CESSNA

TBRU™ CO-CHAIR

SPONSOR@TBRU.ORG

(210) 913-2529

BENEFICIARIES OF TBRU™ 30

LGBTQ+ SAVES

"Our mission is to provide safe and brave spaces for social and personal development of LGBTQ youth. Our physical and virtual programs offer hope in the lives of each youth served."

ACCESS & INFORMATION NETWORK (AIN)

"AIN works to prevent the spread of HIV and serves persons living with HIV/AIDS and other vulnerable populations."

AIDS SERVICES OF DALLAS (ASD)

"ASD creates, strengthens, and sustains healthy communities by providing quality, affordable, service-enriched housing to economically disadvantaged individuals and families who are living with, impacted by, or at risk for HIV/AIDS."

CATHEDRAL OF HOPE

"In a world where Christianity has been associated with intolerance, exclusion and hate, the mission of Cathedral of Hope is to proclaim Christ through faith, hope and love. We are a community of many races, ethnic backgrounds, religious experiences, ages, sexual orientations and gender identities.

No matter where you are on your journey of faith, you will have a home at Cathedral of Hope."

Each are 501(c)(3) non-profit organizations serving the Dallas metropolitan area.

www.tbru.org

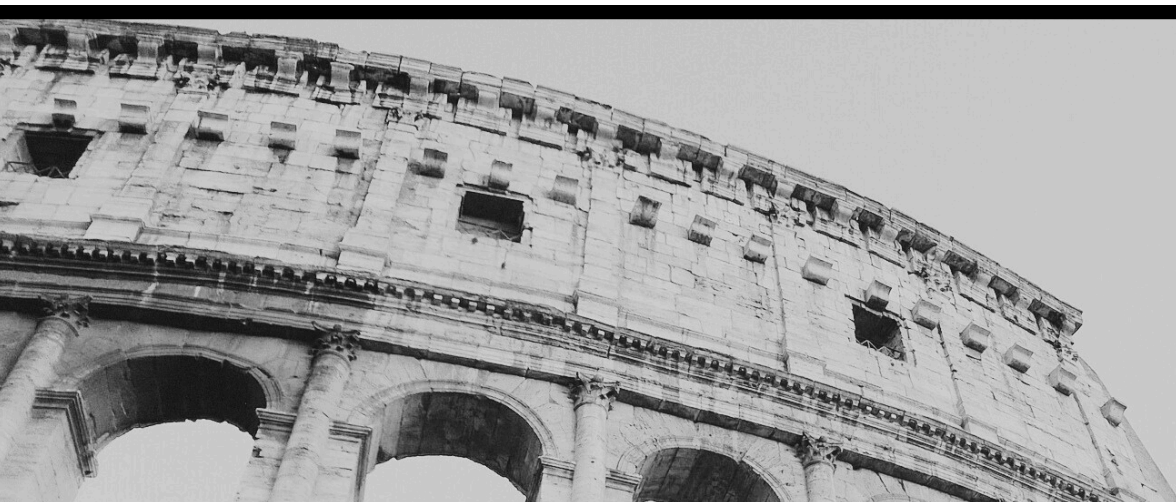


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SPONSORSHIP LEVELS

	Titanium \$4000+	Platinum \$2500-3999	Gold \$1500-2499	Silver \$500-1499	Bronze \$50-499
Annual exposure and link on TBRU™ website	✓	✓	✓	Logo only	
Social media promotion	✓	✓	✓	✓	✓
Premium placement of full-sized ad(s) in digital sponsor book	2	1	One-half	One-quarter	Name only
Banner(s) prominently hung in ballroom space (you provide banners)	2	2	1	1	
Logo on Event Marquee signage	✓	✓	✓		
Promo items/flyers stuffed in 2300 attendee bags (You provide materials, we stuff)	✓	✓	✓	✓	✓
TBRU™ Event Passes	4	2	2		
Thank You	✓	✓	✓	✓	✓
Scrolling banner on landing page of TBRU™ website	✓	✓	✓	✓	✓



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ENTERTAINMENT SPONSOR

Verbal Recognition at Entertainment events
Includes all benefits of Titanium Sponsorship

\$4500

One exclusively available

**Sponsorship may be provided in a split value of
donated product and cash contribution*

REGISTRATION SPONSOR

Verbal/Signage Recognition at event
Includes all benefits of Platinum Sponsorship

\$3500

One available

**Sponsorship may be provided in a split value of
donated product and cash contribution*

FOOD AND BEVERAGE HIGHLIGHT

Verbal Recognition at TBRU™ Family Dinner event
Includes all benefits of Platinum Sponsorship

\$3750

**Sponsorship may be provided in a split value of
donated product and cash contribution*

VIP SPONSORSHIP

Verbal Recognition at VIP events
Includes all benefits of Platinum Sponsorship

\$3000

Custom package, please inquire

AMERICAN SIGN LANGUAGE (ASL) INTERPRETER SPONSOR

Verbal Appreciation and Recognition at Opening event
Includes all benefits of Gold Sponsorship

\$2000

One available

**Sponsorship may be provided in a split value of
donated product and cash contribution*

MR. TBRU™ CONTEST SPONSOR

Verbal Appreciation and Recognition at Contest
Includes all benefits of Gold Sponsorship

\$1750

One available.

VOLUNTEER SPONSOR

Verbal Appreciation and Recognition at Opening event
Includes all benefits of Silver Sponsorship

\$500

One available.

GAME ROOM SPONSOR

Special Recognition at Targeted space
Includes all benefits of Bronze Sponsorship

\$100

Five available.

TBRU™ TEXAS BBQ (SUNDAY) SPONSOR

Special Recognition at Targeted event
Includes all benefits of Bronze Sponsorship

\$400

Eight are available.

TRANSPORTATION SPONSOR

Special Recognition at Targeted space
Includes all benefits of Titanium Sponsorship

\$5000



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SPONSOR CONTACT INFORMATION

BUSINESS NAME:

CONTACT NAME:

MAILING ADDRESS:

CITY:

STATE:

ZIP CODE:

PHONE:

FAX:

EMAIL ADDRESS:

WEB ADDRESS:

SOCIALS:

IN-KIND PRODUCT OR SERVICES/SPECIALTY DESCRIPTION

*ALL ITEMS DONATED IN-KIND ARE AT DISCRETION OF
SPONSORSHIP DIRECTOR APPROVAL

FAIR MARKET VALUE

1	\$
2	\$
3	\$
4	\$
5	\$

CASH/MONETARY DONATION

AMOUNT

	\$
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TOTAL DONATION

\$

SIGNATURE: _____

DATE: _____

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SUBMITTING YOUR SPONSORSHIP

THIS YEAR YOU MAY USE THIS PAPER FORM TO SIGN UP AS A SPONSOR OR
YOU MAY DO IT ELECTRONICALLY THROUGH THE LINK ON THE SPONSOR PAGE AT WWW.TBRU.ORG.

TO SUBMIT YOUR DONATION:

MAIL CHECK:
DALLAS BEARS – TBRU™ 30
ATTN: SPONSORS
PO BOX 191223
DALLAS, TX 75219

DEBIT/CREDIT CARD BY PHONE:

CONTACT WAYNE DAVIS, TREASURER
TBRU CUSTOMER SERVICE PHONE
(214) 213-9399 OR TREASURER@DALLASBEARS.ORG

PAY BY INVOICE VIA PAYPAL:

SEND THE EMAIL ADDRESS TO BE INVOICED TO SPONSOR@TBRU.ORG

UPON RECEIPT OF YOUR DONATION, YOU WILL BE PROVIDED WITH OUR IRS ACKNOWLEDGEMENT FOR YOUR RECORDS.



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LOGISTICS

ITEM	FINAL DUE DATE
DIGITAL SPONSOR BOOK ADS	FEB 24, 2026
SPONSOR FORM & AD FORM	FEB 24, 2026
DIGITAL LOGO & BANNER FOR WEBSITE 3000 X 3000 PIXELS	EMAIL ALONG WITH FORM
PHYSICAL BANNERS	FEB 24, 2026
MERCHANDISE/SWAG/EVENT ATTENDEE BAG STUFFERS	FEB 24, 2026

EVENT ATTENDEE BAGS: WE WILL MAKE APPROXIMATELY 2,300 EVENT ATTENDEE BAGS TO BE STUFFED. EXCESS STUFFERS WILL BE RECYCLED AND NOT RETURNED TO THE SPONSOR.

ITEMS MAY BE SHIPPED TO THE ADDRESS BELOW FOR DELIVERY PRIOR TO **MARCH 1, 2026**

SHIPPING ADDRESS: TBRU 30, 7510 ROPER STREET, DALLAS, TX 75209

DIGITAL SPONSOR ADS

- ❖ FILES SHOULD BE NO LESS THAN 600 DPI.
- ❖ FOLLOWING FORMATS ACCEPTED: .PSD, .PNG, .PDG, .JPG, .PDF
- ❖ SCROLLING BANNER (DIAMOND LEVEL ONLY) 3000 X 3000 PIXELS

SUBMISSION

- ❖ FINAL ARTWORK MUST BE RECEIVED NO LATER THAN **FEBRUARY 24TH, 2026 (WE ARE NOT RESPONSIBLE FOR YOUR AD NOT BEING IN THE DIGITAL SPONSOR BOOK IF RECEIVED AFTER THIS DATE)**
- ❖ EMAIL SPONSOR FORM AND ARTWORK SUBMITTED VIA EMAIL TO: SPONSOR@TBRU.ORG

SPECIAL NOTE: ANY ITEMS SHIPPED TO THE HYATT REGENCY HOTEL WILL INCUR HANDLING FEES AND DELIVERY FEES INVOICED TO THE SHIPPER (BASED ON SIZE, WEIGHT AND HOLDING TIME) WHICH WILL NEED TO BE PAID DIRECTLY TO THE FEDEX OFFICE BRANCH LOCATED INSIDE THE HYATT REGENCY HOTEL. HANDLING AND DELIVERY FEES ARE A HOTEL POLICY.