

Buffalo Grass Fest 2026

Saturday, February 21, 2026

LHUCA

Featuring The John Sprott Blues Band
and the Shelley King Band

Schedule

Workshops at LHUCA 11:00am-2:00pm

Jam Session at LHUCA 2:00pm-4:00pm

Fest Concert at the Cactus Theater at 7:30pm

Why Sponsor?

Align your brand with an authentic, local celebration of music and culture that draws 300 attendees, media coverage and a loyal West Texas Audience. Dedicated to fostering musical growth in our community, Buffalo Grass Fest (organized by the Lubbock Music Friendly Advisory Team and Lubbock Cultural Arts Foundation) offers student and professional tracks designed to educate and amplify voices for a highly curated audience of aspiring students who are considering a career in music, college students enrolled in music programs and working professionals in the Lubbock music industry.

What's new in 2026?

This year's event will be headlined by powerhouse Texas vocalist and songwriter Shelley King with Lubbock's own legend John Sprott and his band. Continuing our partnership with Lubbock ISD, and our tradition of bringing music directly to the community, the fest will kick off with a visit from King to Coronado High School on February 20. The following day, workshops will be held at LHUCA where King will share her unique story and journey. The ever-popular jam session will round out the day in the LHUCA Firehouse Theatre alongside educational sessions on creating video content to promote music. The capstone concert will be held at the Cactus Theatre with an unforgettable night of music which is open to Fest attendees and the community.

Donors are kindly invited to a "preview night" with great music and food on Friday, February 20. Invites will be sent out closer to event time with details.



\$15,000 Presenting Sponsor

- Top billing on all posters, mailers, programs and other printed materials.
- Company name mentioned in all advertisements as "Presented By".
- Main stage signage with company logo
- Name listed on video production credits with logo.
- Representatives from organization to be publicly introduced and thanked on stage and may introduce the show.
- Access to Preview Night Dinner and complimentary tickets to the event.

\$10,000 Main Stage Sponsor

- Main stage signage with company logo
- Billing on all posters, mailers, programs and other printed materials.
- Company name mentioned in all advertisements.
- Name listed on video production credits with logo.
- Representatives from organization to be publicly introduced and thanked on stage
- Access to Preview Night Dinner and complimentary tickets to the event.

\$5,000 Open Jam Sponsor

- Open Jam stage signage with company logo
- Billing on all posters, mailers, programs and other printed materials.
- Company name mentioned in all advertisements.
- Name listed on video production credits.
- Representatives from organization to be publicly introduced and thanked on Open Jam stage
- Access to Preview Night Dinner and complimentary tickets to the event.

\$2,500 Fest Lunch Sponsor

- Signage with name displayed at the event lunch with logo.
- Company name mentioned in all advertisements.
- Name listed on video production credits.
- Access to Preview Night Dinner and complimentary tickets to the event.
- 6 tickets to the headliner concert.

\$1,000 Educational Session Sponsors

- Signage with name displayed at the Educational Sessions.
- Company name on all printed materials.
- Company name mentioned in some advertisements.
- Name listed on video production credits.
- Access to Preview Night Dinner and complimentary tickets to the event.
- 4 tickets to the headliner concert.

\$500 Hospitality Sponsors

- Company name on full listing of sponsor materials (posters and day-of materials).
- Signage with name displayed in the Green Room
- Name listed on video production credits.
- Access to Preview Night Dinner and complimentary tickets to the event.
- 2 tickets to the headliner concert.

Sponsorship Packet for Buffalo Grass Fest

Sponsorship opportunities encompass all events.

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Name of Sponsor as it should appear on printed materials:_____

Contact Name:_____

Sponsor Address:_____

Sponsor Phone:_____

Sponsor Email:_____

Sponsorship Level:_____

****Payment must be received by January 15, 2026 for guaranteed inclusion on printed materials.**

Payment should be made to: Lubbock Cultural Arts Foundation

All sponsorships are tax deductible as allowed under the law.

Please remit to:

Lubbock Cultural Arts Foundation
1500 Broadway, Suite 600, Lubbock, TX 79401

