

Brushy Creek Municipal
Utility District

Event Sponsorship 2027



Municipal Utility District



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QUICK FACTS & ANALYTICS



<https://www.bcmud.org>



Brushy Creek Municipal Utility District



@BrushyCreekMUD



@BrushyCreekMUD



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Round Rock, TX 78681



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Brushy Creek Municipal Utility District is proud to host vibrant, inclusive, and family-friendly events that bring joy and lasting memories to our community. These gatherings are designed to engage residents of all ages and create meaningful connections. Sponsorships are essential to the success of these events, offering businesses a valuable opportunity to support the community while boosting local visibility and engagement.



The
**Brushy
Creek
Life**®

LARGE SIGNATURE EVENT SPONSORSHIP LEVELS

Hairy Man Festival and BBQ Cook-Off

Benefactor \$1,000

Large Logo on: Sponsor Banner, t- shirt, Event Guide, Website and Social Media; + Recognition Plaque/Plate and Complimentary Booth Space

Leader- \$800

Medium Logo on: Sponsor Banner, t- shirt, Event Guide, Website and Social Media; + Recognition Plaque/Plate and Complimentary Booth Space

Partner- \$600

Small Logo on: Sponsor Banner, t- shirt, Event Guide, Website and Social Media; + Recognition Plaque/Plate and Complimentary Booth Space*

Supporter- \$400

Small Logo on: Sponsor Banner, t- shirt, Event Guide, Website and Social Media; + Complimentary Booth Space*

Friend- \$200

Sponsor may bring Logo Banner. Logo on Website and Social Media + Booth Space*

*Limited spots available. First come, first serve.

BBQ Cook-Off Festival

Come be part of the fun at Brushy Creek's Backyard BBQ Cook-Off, where you can connect with thousands of attendees and enjoy delicious BBQ! Skilled pitmasters gather for this Lone Star BBQ-sanctioned competition, serving up mouthwatering flavor and fierce grill-side battles. Attendees enjoy a full weekend of live music, tasty food, and exciting contests.



May 1st, 2027



Noon-6 p.m.



All ages



3,000-6,000



In-Kind Sponsorships:

- Cooker give-away
- Food for bands/cookers

Additional Benefactor Benefits:

- Speaking time on stage



Hairy Man Festival®

The Annual Hairy Man Festival is Brushy Creek's largest event of the year! Visitors can explore a wide array of food and craft vendors while enjoying festive fall activities such as pumpkin painting, costume contests, and the ever-popular Hairiest Man Contest.



October 16, 2027



12:00 p.m.–5:00 p.m.



All ages



3,000–6,000



In-Kind Sponsorships:

- Hairy Man Winner Check
- 2nd and 3rd place basket
- Costume Contest prizes

Additional Benefactor

Benefits:

- Speaking time on stage

SIGNATURE EVENT SPONSORSHIP LEVELS

Doggy 4k & Play Day, Egg Hunt, 4th of July Parade and Festival, Holiday in the Park

Benefactor \$800

Sponsor may bring Logo Banner. Logo on Signage, Website and Social Media + Recognition Plaque/Plate and Complimentary Booth Space

Leader \$700

Sponsor may bring Logo Banner. Logo on Signage, Website and Social Media; + Recognition Plaque/Plate and Complimentary Booth Space

Partner \$500

Sponsor may bring Logo Banner. Logo on Signage, Website and Social Media; + Recognition Plaque/Plate and Complimentary Booth Space*

Supporter \$300

Sponsor may bring Logo Banner. Logo on Signage, Website and Social Media; + Complimentary Booth Space*

Friend \$100

Sponsor may bring Logo Banner. Logo on Website and Social Media + Booth Space*

*Limited spots available. First come, first serve.

DOGGY 4K & PLAY DAY

It's the paw-ty of the year! Join us at Pepper Rock Park for our annual Doggy 4K & Play Day, where all the dogs of Brushy Creek are invited to run, play, and celebrate! Enjoy a day packed with tail-wagging fun for pups and people of all ages — featuring live dog performances, pet-friendly vendors, exciting competitions, and more.



FEBRUARY 27TH, 2027



9:00 a.m.–11:30 a.m.



All ages



1,500 +



In-Kind Sponsorships:

- Awards for contest winners

Egg Hunt

This family-oriented event is one of our staples at the BCMUD. It features bounce houses, egg hunts, pony rides, pictures with the Spring Bunny, live music, and so much more!



March 23rd, 2027



10 a.m.-12:00 p.m.



All ages



1,500 +



In-Kind Sponsorships:

- Eggs for hunt
- Golden Egg prizes
- Goodie bags

4th of July Parade & Festival

Brushy Creek's family-friendly 4th of July Parade & Festival features live music, food, inflatables, parade floats, and more! Best Float winners get a prize basket for everyone on their team!



July 4, 2027



9:00 a.m.–11:30 a.m.



All ages



1,000 +



In-Kind Sponsorships:

- Baskets
- Mini flags
- Watermelon

Additional Benefactor Benefits:

- Banner hung on float

Holiday in the Park

The supremely festive BCMUD Holiday in the Park event features live performances from nearby schools and a multitude of different craft and food vendors. Patrons enjoy inflatables, carriage rides, gingerbread house-making, and most importantly, Santa!



December 11th, 2027



12:00 p.m.–3 p.m.



All ages



3,000 +



In-Kind Sponsorships:

- Gingerbread House contest winner basket

Additional Benefactor Benefits:

- Speaking time on stage

IN-KIND SPONSORSHIP OPPORTUNITIES

Snowball Dance

The Snowball Dance brings fourth and fifth graders together for dancing, activities, crafts, and music. It's a great opportunity for kids to meet people their age and make lifelong friendships for years to come.



Date: Jan. 22, 2027

Time: 6:00 p.m. -8:00 p.m.

Population: 4th & 5th Graders

Mother-Son Dance

The Mother-Son Dance is all-ages friendly! Patrons enjoy dancing, delicious food, socializing with friends, and spending quality time with their mothers. Additionally, a live DJ hosts an all-inclusive dance-off competition!



Date: Feb. 5, 2027

Time: 6:00 p.m.- 8:00 p.m.

Population: All ages

Spring Community Camp Out

The Brushy Creek Community Camp-Out allows families to spend time outside in nature with loved ones, and activities are highlighted by a family-friendly movie in the community park!



Date: March 12-13, 2027

Time: 5:00 p.m.-9:00 a.m.

Population: All ages

IN-KIND SPONSORSHIP OPPORTUNITIES

Sendero 5k Color Run

Come out for colorful fun at Sendero Springs! Participants can walk or run in all white to get a beautifully painted keepsake from a fun community experience. The Color Run is a fun way to enjoy running and meet fellow runners in the Brushy Creek Community.

Summer Kick-Off Pool Party

Kick back and relax at the Summer Kick-Off Pool Party! Attendees relax at the pool while enjoying a DJ, food, Kona Ice, and a movie! This is a great time to meet and make memories with new and old friends alike.

Back-2-School Bash

4th-8th graders of Brushy Creek enjoy a night of fun and games at the Back-2-School Bash! The event offers dancing, games, crafts, food, and photo ops. It's a great place for kids to cut loose under staff supervision.

Daddy -Daughter Dance

Daddies and daughters dance the night away at our annual Daddy Daughter Dance! It's a big hit for Brushy Creek families and has something for everyone, including dancing, hula-hoops, themed treats, and funny photo ops.



Date: April 17, 2027

Time: 9:00 a.m.-10:30 a.m.

Population: All ages



Date: May 14, 2027

Time: 6:00 p.m.-10:00 p.m.

Population: Ages 0-16 (parents attending)



Date: August 20, 2027

Time: 5:00 p.m.-7:00 p.m. and 8:00 p.m.-10:00 p.m.

Population: 4th & 5th Graders, Middle School



Date: November 5, 2027

Time: 6:00 p.m.-8:00 p.m.

Population: All ages