

DEEP IN THE HEART OF DALLAS

100 YEARS OF SERVICE

TEXAS  EXES[®]

— DALLAS CHAPTER —

2026 SPONSORSHIP AND VENDOR
PROSPECTUS

DEEP IN THE HEART OF DALLAS: 100 YEARS OF SERVICE BY TEXAS EXES

Since 1926, the Texas Exes Dallas Chapter (DTE) has served as a cornerstone for the Longhorn community, growing into one of the largest and most vibrant alumni chapters in the world.

Our mission is twofold: we are dedicated to providing life-changing scholarships for Dallas-area students heading to UT Austin, while simultaneously fostering a lifelong connection to the University for our local alumni. Through a robust calendar of events, we strive to create a space where Longhorns can network, build community, and celebrate our shared heritage within the city of Dallas.

As a 501(c)(3) non-profit, our impact is made possible through the generosity of our corporate sponsors and the dedication of our all-volunteer Board of Directors. Every dollar we raise is reinvested back into our community—bridging the gap for families facing rising educational costs and building the "Longhorn for life" network.

As we embark on our centennial year, I invite you to join us in this mission. Together, we can ensure the next century of Longhorns has the support they need to change the world.

Hook 'em,



Monica Li
2026 Texas Exes Dallas Chapter President

CELEBRATING 100 YEARS

TEXAS  EXES[®]
— DALLAS CHAPTER —

2026 STANDARD EVENTS AND 100TH YEAR CELEBRATION EVENTS

Past Presidents 100th Year Events	TBD
Project Worldwide	February
Texas Independence Day	March
Deep in the Heart of Dallas Festival	April 12
Kendra Scott Charitable Shopping	July
Fall Football Kickoff	August
Football Gamewatch at 2 locations	Aug-Jan
Texas OU Weekend (5 Events)	October
Young Alumni Events	Monthly
Legacy Group Events	Monthly
Quarterly All Chapter Happy Hours	Quarterly

Texas/OU Weekend Sponsors

Friday Morning Golf Tournament

Friday Night Bash Before the Clash and Pep Rally

Saturday Tailgate at the State Fair

2 Gamewatch locations

DEEP IN THE HEART OF DALLAS: 100 YEARS OF SERVICE BY TEXAS EXES

Sunday, April 12, 2026
11:00 AM - 4:00 PM
Happiest Hour, 2616 Olive St, Dallas, TX

Notable VIP Speakers Series

Enjoy Live Music and Performances

Shop Longhorn Businesses at our Longhorn Market

Family Friendly activities at the Little Longhorn Corral

Play UT Lotería for prizes!

Food and drink specials

KEY ANNUAL EVENTS AND 100TH YEAR CELEBRATIONS

PAID TEXES EXES MEMBERS IN DALLAS 8,438

OFFICIAL ALUMNI EMAIL OPT-IN LIST 21,382
(1 email/wk from Texas Exes HQ to Dallas zip codes)

MAILCHIMP OPT-IN LIST 4,683
(unlimited emails, can include non-alumni fan base)

SOCIAL MEDIA INSTAGRAM 3.1K
FACEBOOK 6.3K

MAILING ADDRESS OPT-IN 34,779

OPT-IN CONTACTS





PLATFORM PERFORMANCE OVERVIEW

69.5% Follower Views

30.5% Non-Follower Views

INSTAGRAM 40,075 VIEWS
30 DAYS AFTER TEXAS OU

October 24 - November 22 2025 Insights:
40.1k Views, 62 New Followers, 63 Posts

69.9% Follower Views

30.1% Non-Follower Views

FACEBOOK 21,463 VIEWS
30 DAYS AFTER TEXAS OU

October 24 - November 23 2025 Insights: 21.4K
Views, 24 New Followers, 146 Interactions

68.8% Follower Views

31.2% Non-Follower Views

INSTAGRAM 182,559 VIEWS
90 DAYS OF FOOTBALL SEASON

September 16 - December 14 2025 Insights: 183k
Views, 222 New Followers, 10k Accounts reached

68.5% Follower Views

31.5% Non-Follower Views

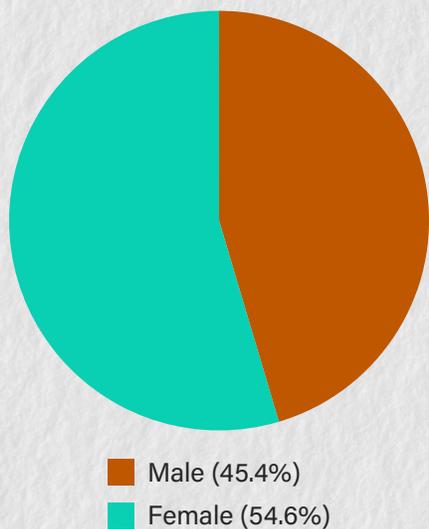
FACEBOOK 126,987 VIEWS
90 DAYS OF FOOTBALL SEASON

August 26 - November 23 2025 Insights:
127k Views, 96 New Followers, 1,978 Interactions

IG AUDIENCE DEMOGRAPHICS

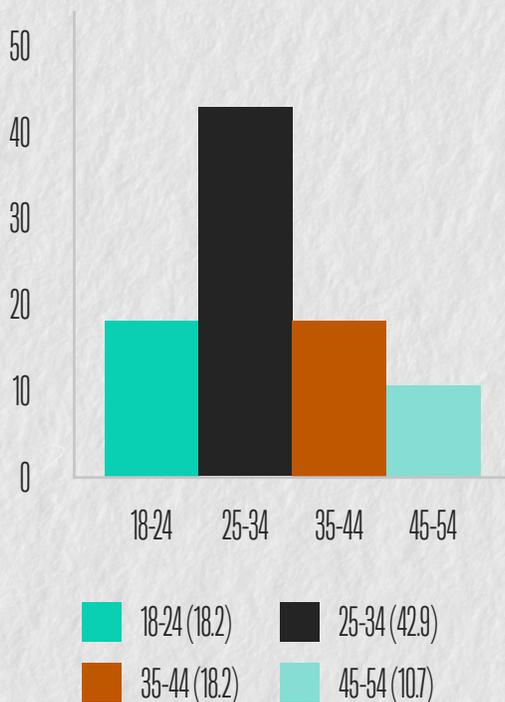
KEY DEMOGRAPHICS

GENDER DISTRIBUTION



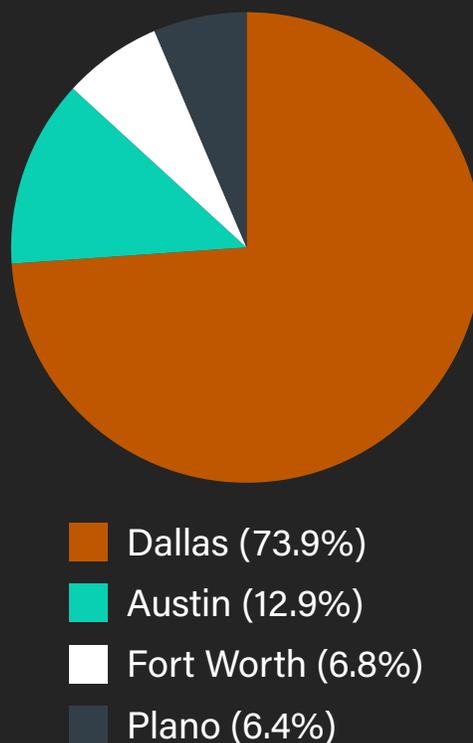
All platforms are roughly a 50/50 split

AGE DISTRIBUTION



MAJORITY BETWEEN 25-34 YEARS (55%)

TOP CITIES FOLLOWING

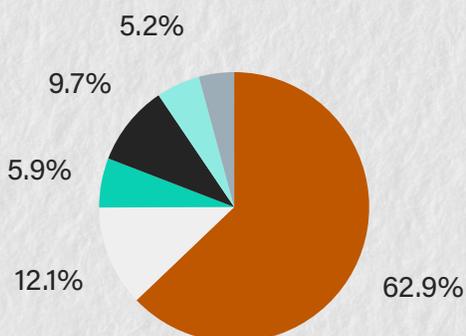


Austin, Fort Worth and Collin County all have their own Texas Exes Chapters but many still follow DTE as we are much larger and more active.

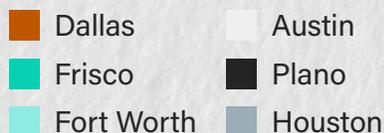
FB AUDIENCE DEMOGRAPHICS

KEY DEMOGRAPHICS

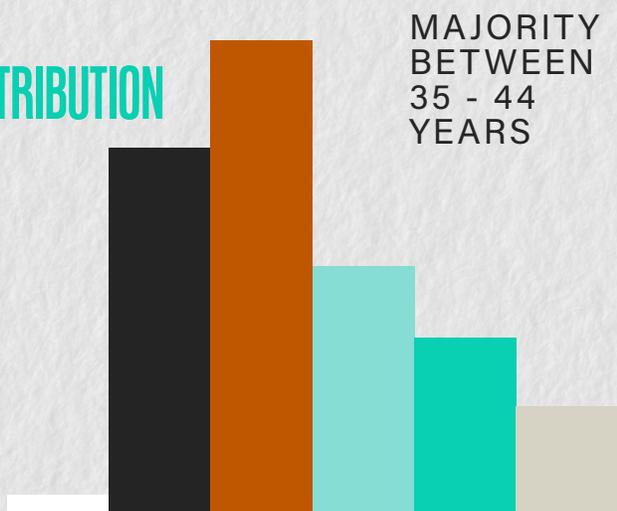
TOP CITIES



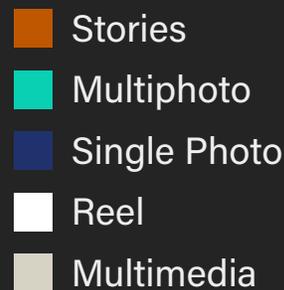
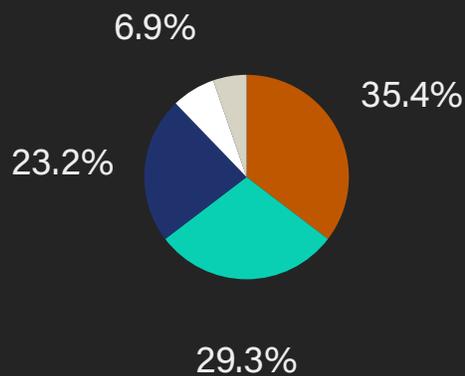
HIGHEST ENGAGEMENT FROM DALLAS (63%)



AGE DISTRIBUTION



META CONTENT VIEWS BY TYPE



FACEBOOK + IG

WE FEATURE AND TAG SPONSORS IN RELEVANT CONTENT. COLLABORATE WITH US ON POSTS FOR INCREASED BRAND AWARENESS

EXPOSURE

EVENT WILL BE PROMOTED BY POST CARD TO OVER 34,000 DALLAS AREA LONGHORNS IN MID FEBRUARY 2026 WITH LINK TO LANDING PAGE

ALL SPONSORS AND VENDORS (INCLUDES LINKS AND PROFILES) WILL BE ON THE EVENT LANDING PAGE ALL YEAR LONG TO BOOST VENDOR SEO

EVENT WILL BE INCLUDED IN WEEKLY EMAILS FROM JANUARY 15 - APRIL 12, 2026 (MAJOR SPONSOR LOGOS AND LINKS INCLUDED)

VENDORS GET IN PERSON + DIGITAL MARKETING

HAPPIEST HOUR COLLABORATIONS INCREASE VIEWS AND ATTENDANCE.

EVENT OPEN TO THE PUBLIC.

EXPLORE

SPEAKER SESSIONS

UT LOTERIA FOR PRIZES

LITTLE LONGHORNS

LONGHORN MARKET

PERFORMANCES

LIVE MUSIC / DJ

VIPS

EXPECT

Sunday, April 12, 2026
11:00 AM - 4:00 PM
Happiest Hour,
2616 Olive St, Dallas, TX

HUNDREDS TO THOUSANDS OF DFW LOCALS
MEMORABLE MOMENTS
CONSUMER POSTED SOCIAL MEDIA
IN PERSON SALES
LEAD COLLECTION
MASS PROMOTION
MASS FOLLOW UP EMAILS
TAX DEDUCTIBLE DONATION FOR PARTICIPATION
VIP PHOTOS
ABILITY TO GET PROMOTION IN CONSUMER HANDS
ALL AGE TARGET MARKET
AVERAGE TIME SPENT PER CONSUMER: 2.5 HOURS

DEEP IN THE HEART OF TEXAS 100TH YEAR FESTIVAL

DEEP IN THE HEART OF DALLAS

SPONSORSHIP PACKAGES

SUNDAY, APRIL 12, 2026 AT HAPPIEST HOUR

SPONSOR OPPORTUNITIES

	Bevo Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$2,500
	Logo next to Bevo, Logo on all signage	Logo on all signage	Logo on stage, VIP Tables	Logo on all DTE tables
Annual Chapter Sponsorship	✓	✓		
Logo on all April 12th event signage and promotion	✓	✓	✓	
10x10 Booth or 6' Table Space Options	10x10 Booth	10x10 Booth	6' Table	6' Table
Two 5 minute promotional pitches at event	✓	✓	✓	
Featured on April 12th Event landing page	✓	✓	✓	✓
Featured on all event collateral and emails	✓	✓	✓	✓
Logo on 100 year tote bag available all year	✓	✓	✓	
Texas OU Weekend Sponsorship	✓	✓		
Opportunity to collect attendee information	✓	✓	✓	✓
Option to give away door prizes on stage	✓	✓	✓	✓
Option to put swag in VIP bags (must be approved)	✓	✓	✓	✓
Sponsorships available	1	2	2	5

DEEP IN THE HEART OF DALLAS

VENDOR PACKAGES

SUNDAY, APRIL 12, 2026 AT HAPPIEST HOUR

VENDOR OPPORTUNITIES

Longhorn
Market
Vendor
6'x4
\$500

Longhorn
Market
Vendor
10x10
\$1,000

Vendor
Table
non-sales
\$500

Pitch your
own
sponsorship

Ability to conduct on-site sales



Logo on all April 12th event signage and promotion

10x10 Booth or 6' Table Space Options

6' x 4' Space

10x10 Booth

6' Table

5 minute promotional pitch at event

Featured on April 12th Event landing page



Featured on all event collateral and emails

Logo on 100 year tote bag available all year

Texas OU Weekend Sponsorship

Opportunity to collect attendee information



Option to give away door prizes on stage



Option to put swag in VIP bags (must be approved)



Spaces available

15

5

4