

CROWNING TEXAS' CULINARY *Champions*



TEXAS
FOOD CHAMPIONSHIP

PARTNERSHIP GUIDE

SEPTEMBER 25-27, 2026
AT WATER'S EDGE PARK
Corpus Christi, Texas

MORE INFO:

www.texasfoodchampionship.com



WORLD FOOD
CHAMPIONSHIPS

OFFICIAL
QUALIFYING
EVENT



FOOD SPORT EVENT RECAP

2025 MEDIA REACH
12.6+ BILLION



2025
RECAP

310+
COMPETITION TEAMS



COMPETITORS FROM
20
COUNTRIES



MORE THAN
\$450,000
IN PRIZE MONEY



15,000+
EVENT
ATTENDEES



Texas Food Is More Than Recipes – It's Heritage, Hospitality, and Pride.

The Texas Food Championship was created to unite pitmasters, chefs, and home cooks from across the Lone Star State into one powerful team: Team Texas. This isn't just about individual glory – it's about celebrating the people, flavors, and traditions that make Texas the strongest culinary state in the nation.

And what better way to honor our chefs than by hosting a festival dedicated to them – a full celebration of Texas food, beverage, and community. On the shores of Corpus Christi, the Texas Food Championship becomes the rally point for our state's culinary spirit. Here, every bite tells a story, every sip celebrates our craft, and every chef competes not just for themselves, but for the pride of representing Texas on the world stage.

Winners from each category will earn their Golden Ticket to the World Food Championships, joining Team Texas to showcase our heritage, our hospitality, and our unmatched flavor.

Because when Texas comes together around the table – everything is bigger, bolder, and better.

- Matthew Lawson, Founder/President



WatersEdge Park Corpus Christi, Texas

SEPTEMBER 25TH - 27TH 2026



**OFFICIAL
QUALIFYING
EVENT**



FROM THE LONE STAR STATE TO THE WORLD STAGE

The World Food Championships (WFC) is the largest culinary competition in the world, bringing together more than 1,500 chefs and teams from over 20 countries each year. It is the ultimate stage for Food Sport – where champions are crowned, careers are launched, and brands are showcased to millions of consumers through global media exposure.

This partnership also ensures that TFC aligns with the highest international standards in food competition. All judging is conducted under WFC's E.A.T.™ methodology (Execution, Appearance, Taste), delivering credibility, transparency, and fairness that competitors and sponsors can trust.

For sponsors and partners, this global connection unlocks unparalleled marketing potential. WFC delivers hundreds of millions of media impressions annually across television, digital platforms, and national press. Aligning with TFC means aligning with WFC – and gaining the opportunity to elevate your brand from the shores of Texas to the largest and most prestigious culinary competition in the world.

WHERE TEXAS COMES TO CELEBRATE

Get ready, Texas – the ultimate food, music, and flavor festival is coming to the coast. The Texas Food Championship is a three-day celebration of everything we love about the Lone Star State: the food, the people, the music, and the pride that brings it all together.

Hosted along the sparkling shores of Corpus Christi, this is where pitmasters, chefs, and rising culinary stars battle it out across 10 epic competitions for a chance to earn their Golden Ticket to the World Food Championships – and you're invited to taste every moment of it.

Taste. Cheer. Experience Texas Like Never Before.

The E.A.T. Methodology

Culinary Battles – Watch the best of the best go head-to-head in live competitions – BBQ, Burger, Seafood, Dessert, Chef, and more. Every dish tells a Texas story, and every champion earns their way to the world stage.

People's Choice Tastings

Fan Judging Experiences – You're not just watching – you're part of it. Sample bites during People's Choice Tastings or become an E.A.T.™ Certified Judge and help crown the next Texas Champion.

Festival Atmosphere – Soak in live Texas music, meet celebrity chefs, and enjoy the coastal breeze in a weekend filled with good food, good people, and good vibes.

Craft Beverages & Texas Spirits – Explore the Beverage Garden featuring Texas breweries, distilleries, and mixologists offering perfect pairings for every bite.

Destination Experience – With the Port Aransas beaches and Corpus Christi Bay as your backdrop, you'll enjoy more than great food – you'll experience the best of the Texas coast.

Fun for the Whole Family – From youth cook-offs and hands-on activities to the lively Kids Zone, this festival is built for everyone to enjoy.

VIP Access – Want to live it up? Grab a VIP Pass for front-row tastings, chef meet-and-greets, exclusive lounges, and a taste of luxury Texas-style.

This Is More Than a Festival – It's a Texas Experience.

With thousands of attendees, live entertainment, and the biggest names in Texas food and beverage, the Texas Food Championship is your all-access pass to the flavors, stories, and spirit that define our great state.

PARTNERSHIP OPPORTUNITIES

Join the Movement. Build the Legacy. Celebrate Texas.

At its heart, the Texas Food Championship isn't just a festival – it's a movement born from Texas pride, fueled by community, and driven by a shared love of food and connection.

We believe that when people gather around a table – whether it's a chef's counter, a backyard grill, or a festival along the Corpus Christi Bayfront – something powerful happens. Stories are shared. Cultures blend. Communities grow stronger.

That's what your partnership makes possible.

The Power of Partnership

Becoming a partner of the Texas Food Championship means joining a statewide effort to celebrate culinary excellence while investing in the future of Texas hospitality. Together, we can elevate local chefs, empower small businesses, and open doors for the next generation through Texas Table of Hope, our nonprofit foundation dedicated to education and inclusion in the culinary arts.

Partnerships aren't just transactions – they're collaborations that create experiences, amplify brands, and leave a legacy of impact that extends far beyond the weekend.

Your Brand. Our Platform. One Texas Story.

When your brand joins the Texas Food Championship, it doesn't just appear on signage – it becomes part of the story.

From branded stages and immersive tasting lounges to custom activations and exclusive VIP experiences, each partnership is designed to highlight your identity in a way that feels authentic, engaging, and memorable. Whether you're a Fortune 500 company or a Texas-grown startup, we'll help you connect directly with thousands of passionate guests through:

- Hands-on brand activations and live experiences
- On-site signage and digital media integration
- Influencer collaborations and live interviews
- VIP access and hospitality engagement opportunities

The Impact

Your partnership fuels more than a festival. It supports scholarships for aspiring chefs, creates inclusive culinary programs, and drives tourism and small business growth for the Texas Gulf Coast.

It's not just about what happens on the stage – it's about what happens next.

Join Us

If your brand believes in community, creativity, and the power of Texas hospitality – we'd love to have you at the table.

Together, we'll build something unforgettable: a partnership that celebrates our people, our flavors, and our future.



PARTNERSHIP TIERS

| | FOUNDING | GOLD | SILVER | BRONZE | COMMUNITY |
|--|-----------|-----------|--------------|-----------|-----------|
| TEXAS FOOD CHAMPIONSHIP PRESENTED BY.... | ✓ | | | | |
| ON-SITE ACTIVATION AREA | 30'x30' | 20'x20' | 10'x20' | 10'x10' | |
| LOGO ON MAIN STAGE BACKDROP | PRIME | SECONDARY | SHARED | | |
| LOGO PLACEMENT ON WEBSITE & ALL MEDIA | PRIMARY | PROMINENT | STANDARD | LISTED | LISTED |
| INCLUSION IN PRESS RELEASE | FEATURED | MENTION | | | |
| VIP EVENT PASSES | 20 | 10 | 6 | 4 | 2 |
| GENERAL ADMISSION WEEKEND PASS | 60 | 30 | 18 | 12 | 6 |
| SPONSORED SOCIAL MEDIA POST/MONTH (1 YEAR) | 8 | 5 | 3 | 2 | 1 |
| MENTIONS ON RADIO + PODCAST PROMOTIONS | ✓ | ✓ | | | |
| ON-SITE SIGNAGE (BANNER/FLAG LOCATIONS) | 8 | 5 | 3 | 2 | 1 |
| CO-BRANDED MERCHANDISE OPPORTUNITY | ✓ | ✓ | ✓ | ✓ | |
| INCLUSION IN EVENT VIDEO RECAP | FEATURED | MENTION | | | |
| COMPANY LISTING ON TFC PROGRAM GUIDE & APP | FULL PAGE | HALF PAGE | QUARTER PAGE | LOGO ONLY | LOGO ONLY |
| INVITATION TO KICKOFF & CHEFS DINNER | 20 GUESTS | 10 GUESTS | 6 GUESTS | 4 GUESTS | 2 GUESTS |
| DIGITAL MARKETING & EMAIL INCLUSION | ✓ | ✓ | ✓ | ✓ | |
| OPTION TO PRESENT AWARD ON-STAGE | ✓ | | | | |
| PRODUCT FEATURE OPPORTUNITIES | ✓ | ✓ | ✓ | ✓ | |
| HOSPITALITY ZONE NAMING RIGHTS | ✓ | ✓ | | | |
| SPONSOR SHOWCASE IN VIP LOUNGE | ✓ | ✓ | ✓ | | |
| VALET PARKING PASSES | 10 | 5 | 3 | 2 | 1 |
| | \$90,000 | \$30,000 | \$15,000 | \$5,000 | \$2,500 |

CONTACT US

Your Connection to Texas Flavor Starts Here.

The Texas Food Championship brings together the people, flavors, and stories that define the Lone Star culinary spirit. Whether you're a chef looking to compete, a sponsor exploring partnership opportunities, a vendor joining our marketplace, or a guest planning your visit — our team is here to help.

Reach out with any questions about the event, partnerships, media, or participation. We'll make sure your message gets to the right place.

Get in Touch:

Matthew Lawson
Founder/President

matt@texasfoodchampionship.com

www.texasfoodchampionship.com

(361) 428-0122

Mailing Address:

Texas Food Championship
c/o Texas Table of Hope
PO Box 1421
Port Aransas, Texas 78373

Stay Connected:

Follow us for event updates, chef spotlights, and behind-the-scenes content:

@TexasFoodChampionship on Instagram and Facebook