



CORPORATE SUPPORT

THE GRAND OL' CHRISTMAS SHOW

HOMEGROWN HOLIDAY MAGIC. REAL LOCAL IMPACT

For over 20 years, The Grand Ol' Christmas Show has remained a homegrown holiday tradition that brings the community together for original, homegrown professional entertainment and keeps the giving spirit of the season in focus through annual partnerships with local non-profit groups. This live retro-radio musical variety show spectacular has grown from a one-night-only performance to a nationally touring production with 23 performances scheduled in 20 cities across the US, from Texas to Minnesota, and over 12,000 direct attendees.

Since 2003, more than \$200,000 in proceeds from ticket sales and sponsorships have benefitted local non-profit organizations such as the Brazoria Co. Youth Home, Military Moms & Wives of Brazoria Co., Brazosport Cares, Habitat for Humanity SBC, BC Dream Center, Boys & Girls Club of Brazoria Co., Agape in Action, True to Life Ministries, The Food Basket, and The Center for the Arts & Sciences.

We are proud to announce our presenting partner and non-profit beneficiary for 2025 as **Actions, Inc. of Brazoria County**. For 50 years, this fine organization has served the needs and enriched the lives of Seniors in Brazoria County. This highly valued organization's services and programs helps enable seniors to remain engaged in their community, while maintaining their dignity, independence and purpose of life.



This December, invest in a Grand Ol' Sponsorship and a beloved, local Holiday tradition. You'll help create magical memories for hundreds of families AND make a lasting difference for seniors right here in Brazoria County.

RUN RUN RUDOLPH: OVERVIEW

The Grand Ol' Christmas Show is a live, one-of-a-kind musical-variety show bringing all-time favorite Christmas classics and original sketch comedy shenanigans to theaters across Texas. An original creation of The Grand Ol' Production Company, hosted by Will Hearn and featuring the best entertainers in Texas, including the Dirty River Jazz Band and the standout, home grown Americana group - Blue Water Highway! Our diverse brand of entertainment celebrates vintage Americana and our uniquely Texan culture through storytelling, original music and comedy, and the magic of live radio. Step back in time without leaving the modern world and tune in for a little something we call...*progressive nostalgia*.

SPIRIT OF CHRISTMAS: GROWTH

Over the past nine years, our live audience attendance has grown 200% and we now reach more than 15,000 people across Texas and United States with our live performances. The year our show will tour to 20 cities for 23 performances in Texas, Oklahoma, Missouri, Arkansas, Kansas, Kentucky, Iowa, Illinois, and Minnesota. Our consistent growth can be attributed to three main factors:

- **LOYALTY:** We build lasting relationships with fans and sponsors to give them an experience they won't forget, returning every year and bringing more friends and family with them each time.
- **ORIGINALITY:** A modern but uniquely nostalgic presentation, jam-packed with original music and comedy, raw talent, and topped off with a little Christmas magic.
- **CREDIBILITY:** The Texas Commission on the Arts awarded The Grand Ol' Production Company a highly coveted spot on the *Texas Touring Roster*, joining ranks with Texas's best in professional arts and entertainment, and because of this, any non-profit organization is eligible for an \$8,000 grant to support the presentation of The Grand Ol' Christmas Show.



Become part of something special with a corporate support investment, and have fun while you do it!

SUPPORT LEVELS & BENEFITS

Whether looking to support one market or 20 cities across Texas and the United States, our various sponsorship opportunities provide a worthwhile investment and directly impacts Actions Inc. helping fund meals, transportation, and life-enriching programs for more than 1200 Brazoria County seniors.

Treat your hard-working employees, clients, colleagues, and friends and family to an experience they'll never forget while we put our spotlight on your brand and contribution at one of the most joyful, talked-about events of the season. Choose from our predefined packages or collaborate with us to create a custom package that's just right for your group because we appreciate all levels of support.

SPONSOR LEVELS & BENEFITS	IT'S A WONDERFUL SPONSOR (1 AVAILABLE)	GRISWOLD FAMILY SPONSOR (3 AVAILABLE)	YULE SPONSOR YOUR EYE OUT (6 AVAILABLE)	EBENEZER SPONSOR	A SPONSOR IN A PEAR TREE
INVESTMENT	\$10,000	\$5000	\$2500	\$1000	\$250
PREMIUM RESERVED SEATING & TICKETS	20	12	8	4	2
EVENT PROGRAM AD	[2] FULL PAGES (FRONT/BACK COVER)	FULL PAGE	HALF-PAGE	QUARTER PAGE	NAME(S) LISTED
EXCLUSIVE PRESENTING RIGHTS "YOUR COMPANY PRESENTS" ALL LOCAL PUBLICITY & SOCIAL MEDIA PROMOTIONS		-	-	-	-
HOLIDAY HAPPY HOUR (CATERED PRE-SHOW RECEPTION w/ STARS FROM THE SHOW!)					
CUSTOM PRE-SHOW AD PROJECTIONS					-
BUSINESS LISTED ON WEBSITE					-
RECOGNITION ON EMAIL BLASTS				-	-
BUSINESS LOGO LOBBY SIGNAGE				-	-
LOGO FEAT. ON SHOW ADVERTISING POSTER				-	-
ON-STAGE PHOTO OP & BACKSTAGE TOUR				-	-
FEAT. & BOOSTED SOCIAL MEDIA POSTS	[2] FEATURED & BOOSTED POSTS + SPOTLIGHT VIDEO	[1] FEATURED & BOOSTED POSTS + SPOTLIGHT VIDEO	[1] FEATURED & BOOSTED POSTS	BUSINESS MENTIONED	-
LIVE SHOW RECOGNITION	FEAT RADIO AD w/ORIG. JINGLE	ON-STAGE MENTION	ON-STAGE MENTION	-	-
LOCAL PUBLICITY	FEATURED IN ALL	2 PAID ADS	1 PAID AD	-	-

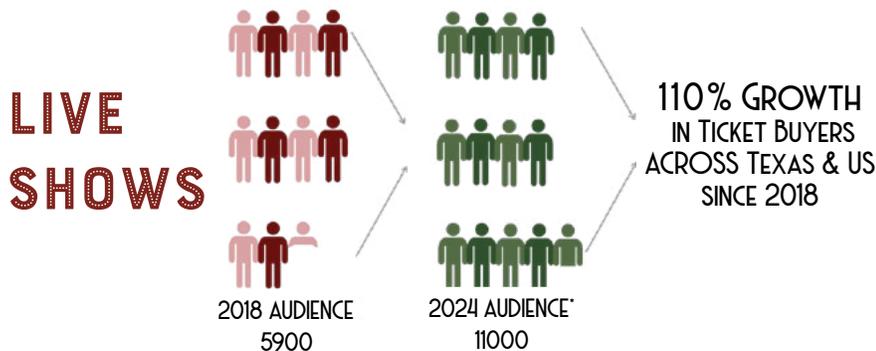
To guarantee a full value of benefits, please confirm your 2025 show sponsorship with the Producer no later than December 12th.

DIGITAL REACH

Sponsors of The Grand Ol' Christmas Show benefit from the public exposure of multiple SOLD OUT events and over 1200 attendees, in addition to very active and engaged social media channels, all while making an impact for thousands of seniors across Brazoria County.

- YoY local audience and repeat ticket buyer retention at 70%+
- With an 85% reach rate on Facebook, our followers see our posts
- Social media referral traffic is up 80%
- 40% increase in social media followers
- Total social media post engagements exceeding 120,000+
- Partnerships with Actions Inc., Blue Water Highway, Dirty River Jazz Band, and The Clarion increase our direct social reach by more than 100,000.

BY THE NUMBERS



30% GROWTH IN LAKE JACKSON AUDIENCE FROM 2021 → 2024



WEBSITE REACH



Unique Visitors **22,000+**
36% ↑ YoY

Total Visits **18,000+**
32% ↑ YoY

Page Views **30,000+**
11% ↑ YoY

Referral Traffic from Facebook up **119%**



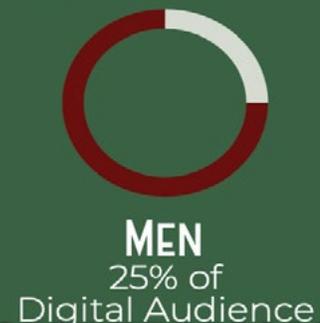
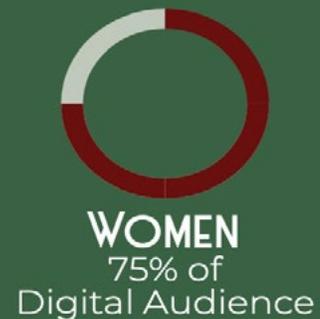
AUDIENCE DEMOGRAPHICS

AGE DISTRIBUTION



YOUNG Families

BABY Boomers



TOUR DATES

NOVEMBER 20

- Oklahoma City, OK
- Te Ata Memorial Aud

NOVEMBER 21

- Levelland, TX
- Wallace Theatre

DECEMBER 2 & 3

- New Braunfels, TX
- Brauntex Theatre

DECEMBER 4

- Lufkin, TX
- The Pines Theater

DECEMBER 5

- La Grange, TX
- Samford Schmid Amp

DECEMBER 6

- Lewisville, TX
- Lewisville Grand Theatre

DECEMBER 7

- Austin, TX
- PRIVATE EVENT

DECEMBER 9

- Greenville, KY
- Felix E. Martin Jr. Hall

DECEMBER 10

- Galesburg, IL
- Orpheum Theatre

DECEMBER 11

- Mason City, IA
- N. Iowa Comm Aud

DECEMBER 12

- Rochester, M
- Mayo Civic Center

DECEMBER 13

- Council Bluffs, IA
- Arts Cent Iowa Western

DECEMBER 14

- McPherson, KS
- McPherson Opera House

DECEMBER 15

- Nixa, MO
- Aetos Center

DECEMBER 17

- VICTORIA, TX
- WELDER CENTER

DECEMBER 18 ★

- LAKE JACKSON, TX
- THE CLARION

DECEMBER 19 ★

- LAKE JACKSON, TX
- THE CLARION

DECEMBER 20

- Orange, TX
- Luchter Theater

DECEMBER 21

- Alma, AR
- Skokos PAC

DECEMBER 22

- Wichita Falls, TX
- Wichita Theatre & PAC

DECEMBER 23

- Houston, TX
- Heights Theater

CONTACT

To find out more and confirm your sponsorship today please contact the Executive Producer:

- William R. Hearn -

will@goshowproductions.com



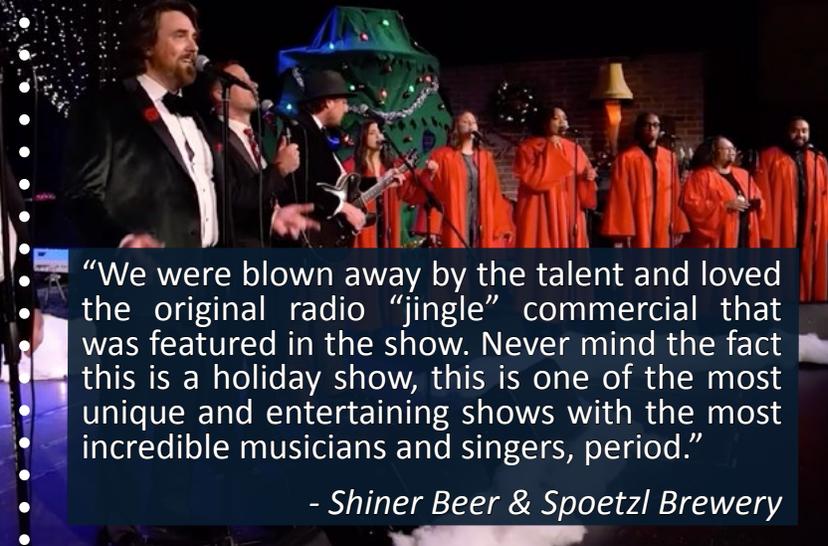
"Our audiences loved the Grand Ol' Christmas Show! They weave incredible music, classic slapstick humor, and witty 'on the air' wordplay for highly engaging show that folks want to see again and again. We saw major growth in sales every year we presented the show."

- Betsy Glickman, Lewisville Grand Theater,



We had an incredible time at The Grand Ol' Christmas Show! A huge thank you to BASF for the opportunity to attend and sponsor this awesome event, and Will Hearn and Blue Water Highway for making the night so special...you and your team never disappoint!

- Tabitha Ray Walles, BASF - Sponsor



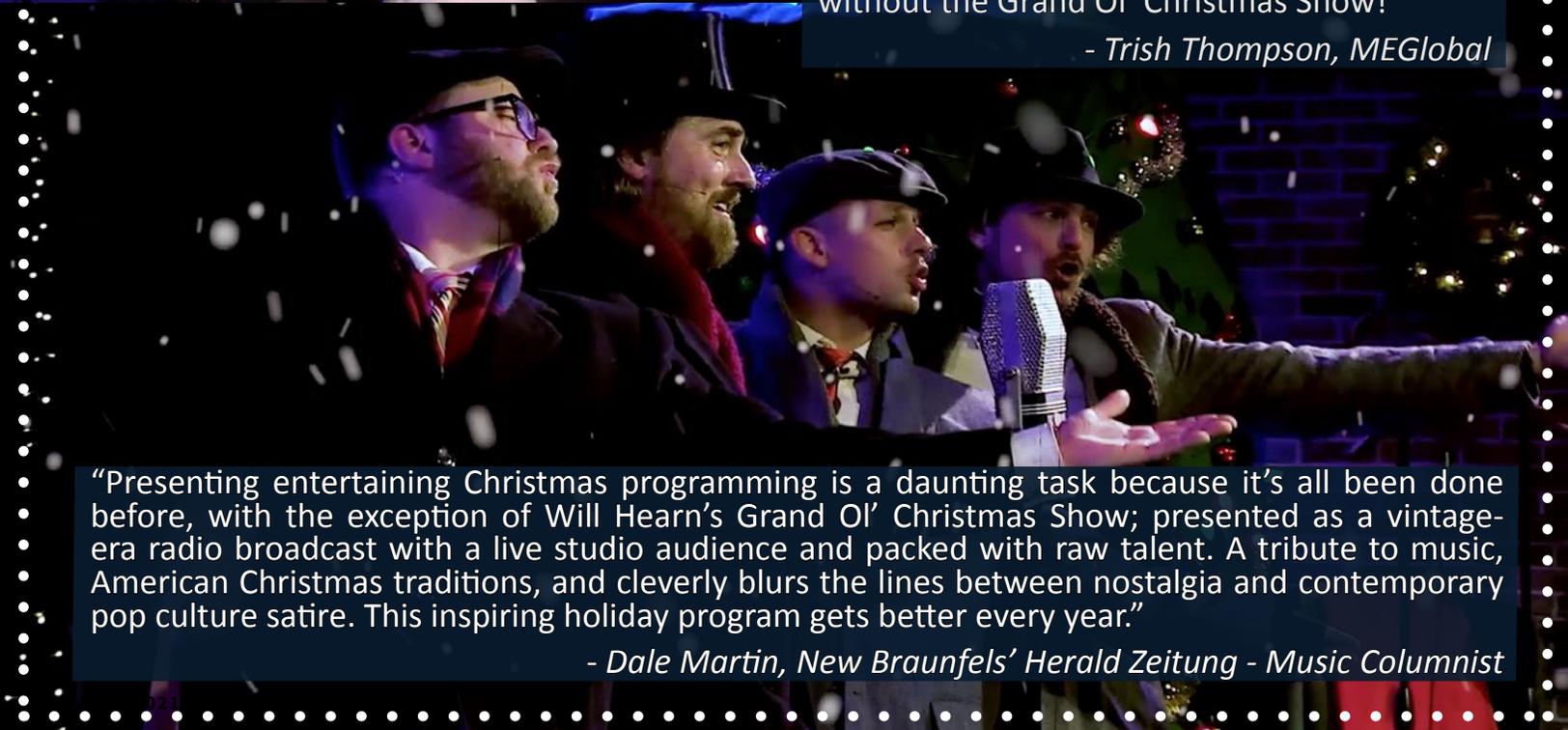
"We were blown away by the talent and loved the original radio "jingle" commercial that was featured in the show. Never mind the fact this is a holiday show, this is one of the most unique and entertaining shows with the most incredible musicians and singers, period."

- Shiner Beer & Spoetzl Brewery



"My whole family loves this show. They have gifted singers, talented musicians, and entertaining comedy, so it's fun and engaging for all ages. No holiday tradition is complete without the Grand Ol' Christmas Show!"

- Trish Thompson, MEGlobal



"Presenting entertaining Christmas programming is a daunting task because it's all been done before, with the exception of Will Hearn's Grand Ol' Christmas Show; presented as a vintage-era radio broadcast with a live studio audience and packed with raw talent. A tribute to music, American Christmas traditions, and cleverly blurs the lines between nostalgia and contemporary pop culture satire. This inspiring holiday program gets better every year."

- Dale Martin, New Braunfels' Herald Zeitung - Music Columnist