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Pasadena

Strawberry Festival



May 14th, 15th, 16th, 17th, 2026

Strawberryfest.org

Pasadena Strawberry Festival

What is the Pasadena Strawberry Festival?

The Pasadena Strawberry Festival is held annually on the third weekend in May to celebrate a time when Pasadena, Texas was known as the Strawberry Capital of the South, presenting a perception very different than that of today's petrochemical industry. What began as a one time celebration on a high school football practice field has become one of the largest and popular annual events in the Pasadena area drawing over 50,000 in attendance and utilizing the entire 106-acre Pasadena Convention Center and Municipal Fairgrounds Complex. This award-winning event offers a wide variety of both indoor and outdoor activities, attractions and entertainment ranging from the "World's Largest Strawberry Shortcake", Barbecue Cookoff and continuous musical entertainment, children's activities and the State Mud Volleyball Championship Tournament. With it's thrilling carnival, shopping, fabulous variety of foods, and specialty acts, the event provides a fun-filled weekend of activities for the whole family to enjoy.

Mission Statement

The Pasadena Strawberry Festival mission is to produce a large event to help support other nonprofits, to help give opportunity to students to further their education through our scholarship program and to preserve and celebrate the history of Pasadena, Texas.

When is it?

Thursday, May 14th
3:00 p.m. to 12:00 a.m.

Friday, May 15th
3:00 p.m. to 12:00 a.m.

Saturday, May 16th
10:00 a.m. to 12:00 a.m.

Sunday, May 17th
10:00 a.m. to 6:00 p.m.

What is the admission charge?

| | |
|----------------------------|---|
| General Admission 12 & Up: | \$15 each Online Only \$20 at the Gate |
| Children 5-11: | \$5 each |
| Children 0-4: | FREE |
| Senior Adults (65+): | \$5 each |
| Festival Pass (all 4 days) | \$50 online or \$60 at the Gate |

A MESSAGE FROM THE PRESIDENT

Hello Pasadena Strawberry Festival Sponsors, Volunteers and Patrons at this time we want to say THANK YOU ALL for an amazing 2025 festival and to tell how much we are looking forward to a spectacular 2026. As the Pasadena Strawberry Festival we strive to have a safe and exciting festival for all to attend and have a strawberry blast time!!!! Please let me or the Strawberry Festival Staff can ever do anything for you as we LOVE OUR STRAWBERRY FAMILY.

Have A Strawberry Blast of a Day,
Sincerely,



Reba E. Sloterdijk



PRE-FESTIVAL PROMOTIONAL EVENTS

Saturday, May 2nd

Pasadena Strawberry Festival Parade

A festive procession of over 50 entries including marching bands, dancers, floats, clowns, and more. Parade will start at 10:00 a.m. to celebrate the upcoming Strawberry Festival.

Saturday, May 9th

Pasadena Strawberry Festival Beauty Pageant

Beauties from 3 months to 24 years compete in their various age divisions for the coveted crown and title as queen.

STRAWBERRY FESTIVAL EVENTS & ACTIVITIES

May 14th, 15th, 16th, & 17th

Barbecue Cookoff

Cook teams from all over Texas compete for the title of championship cooks in several categories throughout the festival.

Including Cooks Choice, Fajitas, Ribs, Beans, Chicken, Margaritas, Brisket, and Strawberry Desserts.

World's Largest Strawberry Shortcake

The World's Largest Strawberry Shortcake is a site to see. With over 2500 lbs of strawberries, the cake is reproduced each year to the size of 1500 square feet.

Proceeds going to Scholarships.

Buzz Berry Kid's Adventure Zone

A popular children's favorite. Located in the air-conditioned Campbell Hall, it's like a mini-event within the festival, featuring free games, activities and entertainment especially for the children.

Carnival Spectacular

Triple T Amusements presents some of the largest and favorite amusement rides in the business. From the kiddie's favorites to the most daring and exciting adult rides, there's plenty of fun for all ages to enjoy. And who can resist the temptation of the chance to win big prizes at the fabulous games. Ride-All-U-Want with the purchase of a carnival armband.

Main Stage, Wine & Beer Gardens

A popular adults favorite year after year. Enjoying a variety of cold beverages while you're dancing the night away. This is a festive area with lots of color and picnic tables. Enjoy great concerts from well known bands and performers, all concerts are include in gate admission to festival.

Specialty Attractions

There will be fun and exciting specialty acts for all ages. These attractions will provide specially scheduled performances or exhibits throughout the 4 days of the festival.

Saturday, May 16th

Texas State Mud Volleyball Tournament

A huge splash for players and spectators alike. This is one of the most popular sites to see, featuring over 70 teams on official volleyball size mud-filled courts. Hurry and get your application in. It's a muddy blast.

Baby Float Parade

Hosted by Stage Door Inc, creatively decorated wagons and strollers carrying infants and toddlers 3 months to 6 years old parade from Campbell Hall to the Convention Center down the midway and back to Campbell Hall. Free Registration.

Sunday, May 17th

Praise and Worship 11:00 am

Risen Nation / CT Church along with several other churches host a great family service with over 1000 in attendance.



PASADENA STRAWBERRY FESTIVAL PARTNERSHIP PROGRAMS

The Pasadena Strawberry Festival offers a broad range of sponsorship and event marketing opportunities. The Partnership Programs allow each sponsor to participate in a highly targeted marketing plan designed to meet the sponsor's specific needs.

The Pasadena Strawberry Festival Partnership Programs offer:

- Image compatibility to a targeted audience composition
- Ability to create retailer incentives and to leverage cross-brand promotions
- Media enhancement for maximum exposure
- Product showcase through sampling and demonstrations
- Ability to impact consumer sales
- Efficiency, measurability and continuity through long-term agreements
- Ease of administration from a staff of experienced professionals knowledgeable in event promotion, media, marketing, planning and administration.

Preferring to customize partnership plans to meet each client's objective, the Pasadena Strawberry Festival offers consistent and proven partner ideas, but specifically developed with each partner's goals in mind.

Our partnership programs are highly effective. Pasadena Strawberry Festival partners have been associated with the event, on average, 20 years, demonstrating the effectiveness of each program. Annually, our rate of return sponsors exceeds 80% which also shows our staff's commitment to generating and maintaining successful and effective partnership relationships.

The Pasadena Strawberry Festival Partnerships may include a combination of the following benefits: Passes to the Pasadena Strawberry Festival, invitations to the Sponsors Reception, Awards Banquet, banner and link on Pasadena Strawberry Festival website, entertainment packages for clients and/or employees, inclusion in Pasadena Strawberry Festival promotional materials, signage on designated activity or area, complimentary exhibit space, sampling and demonstration opportunities.

* All Sponsors with booths space will follow area vendors rules on move in and out and time your booth is open.



CUT HERE

PARTNERSHIP AGREEMENT

YES! Our company would like to support the 2026 Pasadena Strawberry Festival by sponsoring the _____ in the amount of \$ _____.

PLEASE PRINT OR TYPE CLEARLY

Company Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Name of Contact Person: _____

Signature of authorized representative

Title

PAYMENT METHOD

- Company check is enclosed. Send invoice to above address.

Make check payable to: Pasadena Strawberry Festival

VISA MasterCard DISCOVER Account # _____

Signature _____ Exp. Date _____ CVV# _____

SUBMIT BY MAIL OR FAX

Pasadena Strawberry Festival
7603 Red Bluff Rd. • Pasadena, TX 77507 • Fax 281-991-8880

FOR YOUR RECORDS

Pasadena Strawberry Festival is a 501 c(3) non-profit organization. Tax ID# 81-1816444
Murline Staley - Executive Director
murline@strawberryfest.org • 281-991-9500



\$75,000 - Presenting Sponsor
Pasadena Strawberry Festival
 Presented by "Your Company Name"

\$35,000 - Sponsor the Strawberry Shortcake

\$20,000 - Main Stage Entertainment (4 Available)
 by "Your Company Name"

Specially customized partnership programs will be developed at this level to meet your company's objectives and goals.

- Custom Package & Sponsor's Reception (before festival), Sponsors Presentation at the annual Banquet



\$15,000 - Stage Sound/Stage/Lights (4 Available)

\$10,000 - Barbecue Cook-off
 Mud Volleyball Championship Tournament (Sat.)

- Dinner & Special Sponsor Presentation at annual Banquet
- 20 Sponsor Badges (admission to festival all 4 days)
- 25 complementary festival admission tickets

- Company logo on festival brochures and posters (if confirmed by February 28th)
- Company name listed in all paid festival print advertising
- Company logo on festival web site
- Company logo on festival event programs distributed to festival guests
- Opportunity to display company banner at event
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)



\$7,500 - Volunteer Food Service

\$6,000 - Children's Adventure Zone (3 available)
 Great American Petting Zoo & Pony Rides
 Gate Sponsors (2 available)

- 10 Sponsor Badges (admission to festival all 4 days)
- 15 Complementary festival admission tickets
- Opportunity to display company banner at event
- Company logo on festival web site
- Company name on festival event programs distributed to festival guests
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)



\$5,000 - Volunteer T-shirts
 Festival Souvenir T-shirts
 Wine Bar
 Badges

\$4,000 - Beauty Pageant Stage
 Festival Souvenir Caps
 Pasadena Idol

- 6 Sponsor Badges (admission to festival all 4 days)
- 10 Complementary festival admission tickets
- Company name on festival event programs distributed to festival guests
- Company name displayed on designated activity/area
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)



\$3,000 - Strawberry Festival Parade (May 1st)
 Strolling Act
 Souvenir Koozie & Tumblers

\$2,500 - Berry Special Children's Program
 (festival for handicap children)
 Kid Zone Entertainment

\$1,000 - Courtesy Shuttle (4 available)
 Baby Float Parade
 Buses for Berry Special Children's Program

- 4 Sponsor Badges (admission to festival all 4 days)
- 7 Complementary festival admission tickets
- Company name on festival event programs distributed to festival guests
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Company name on designated activity/area
- Invitation to attend Sponsor's Reception (before Festival)



\$500 - Golf Carts (signage on 2 carts)
 Teen Committee Shirts
 Berry Special Children's Program (T-shirts)
 Strawberry Eating Contest (2 available held in Campbell Hall)

- 4 Complementary Tickets
- Company name on festival event programs distributed to festival guests
- Company name on designated activity/area
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Invitation to Sponsors Reception (before festival)

2025 PASADENA STRAWBERRY FESTIVAL POST EVENT REPORT

The **52nd Annual Pasadena Strawberry Festival** was held May 15th, 16th, 17th & 18th at the Pasadena Convention Center and Fairgrounds Complex in Pasadena, Texas. This year's festival had an attendance of 50,000, which we were so happy about being one of the first festivals to open back up after Covid, specialty acts, performing acts and everyone had a fun time at Strawberry Festival. The Pasadena Strawberry Festival has changed a lot since 1974 with 5,000 in attendance on a small high school football field. We thank our attendees, volunteers, directors and all our wonderful sponsors, you help make this possible. In terms of money made, scholarships given, donations given back, drink sales, sponsors attended, and vendors going home happy, it was a great Festival. Thanks again.

2024 Pasadena Strawberry Festival marketing and promotional campaign created increased media coverage for the event.

- **Five Houston area radio stations partnered with and/or publicized the event.**
KKBQ 93 Q & KTHT Country Legends Country Combo - KSBJ 89.3 - CBBA Hispanic Radio, K-STAR, KTEX 106.1
- **Four television stations partnered with and/or publicized the event.**
KPRC – Channel 2 • PASADENA MUNICIPAL CHANNEL • KTRK - Channel 13 • FOX 26
- **Three television stations on site during the festival doing interviews, airing footage, live spots on news shows**
Channel 2 KPRC Friday morning from 5am -8am , covered the cake making and interviewed several festival people along that were in the process of putting the cakes together. KTRK channel 11 was here at the festival on Friday afternoon for opening ceremonies. Channel 13 ABC
- **10,000 Pasadena Strawberry Festival Brochures/Rack Cards were distributed.** 4000 were mailed to those requesting information as well as the 10 Texas Travel Information Centers bordering the state. 2000 were distributed to area businesses and chambers of commerce. Over 3000 were distributed at area events prior to the festival including Business Expos, Festivals, and Chamber of Commerce Business Mixers.
- **10,000 Pasadena Strawberry Festival Bookmarkers were distributed** to area libraries, elementary schools, and daycare centers.
- **1,000 festival posters were distributed** and displayed in businesses in not only the Pasadena and immediate surrounding areas, but as far away as Galveston.
- **The Pasadena Strawberry Festival website received over 150,000 visitors** to the site full of event information, photos, attractions, entertainment, participant events, maps, and hotel accommodations. Major sponsor logos were posted on the site to show their support of the event.
- **The event received publicity in many magazines and publications.**
Houston Family Magazine (listed in the calendar) • Tour Texas.Com – ad and listing on website • Current Events (listed in the calendar) • Texas Events.com (listed in the calendar) • Space City Houston magazine – listed in the calendar of events & ad's in the magazine • Pasadena Chamber Gram - article in the chamber newsletter • Texas Highways (April) Calendar Listing • Texas Monthly – Calendar listing
- **Increased signage posted 30 days prior to the festival helped publicize the event.**
A Pasadena Strawberry Festival street banner was hung over highest traveled streets in Deer Park. Mobil billboard that is in local parades and display around town.
- **The event received publicity through many promotional activities in the area.**
The Pasadena Strawberry Festival Beauty Queens were in the Sylvan Beach Festival Parade, the Pasadena Rodeo Parade and the Pasadena Holiday Lighting Parade. Strawberry goodie packets with info were presented to the Pasadena City Council during a May council meeting and were recorded to play on the city TV station 16 and to the Deer Park City Council. Pasadena Strawberry Festival gift baskets were donated to many non-profit and civic groups for their auctions throughout the year. Auction gift baskets were donated to Texas Festival Events Association and Texas Association of Fairs and Events at yearly conferences. Strawberry Festival info was on the internet at: strawberryfest.org

