

BIG BOOM ON THE BEND

Tourism Marketing & Reusable Asset Budget Request

Prepared By: Chelsea Jackson-Melton | **Director of Tourism Sabine County, Texas**
Revised and Submitted: 06/22/26

Purpose

This request supports marketing and visitor services for Big Boom on the Bend while investing in reusable tourism assets that can be utilized for future county events, festivals, tournaments, and tourism outreach efforts.

Several expenses included below are long-term assets that will reduce costs and improve the professional presentation of Sabine County tourism initiatives for years to come.

Item	Purpose	Cost
Over-the-Road Event Banner (3') Pixel Drip Studios	Promote event entrance and welcome visitors entering town; reusable annually	\$640.00
Visit Sabine County Branded Tent (10'x10') Pixel Drip Studios	Tourism outreach, visitor information, festivals, tournaments, and community events; reusable	\$399.99
Visit Sabine County Branded Fitted Table Cover Pixel Drip Studios	Professional tourism booth presentation; reusable	\$155.00
Directional Event Yard Signs (10 count) Pixel Drip Studios	Guide visitors to event parking and activities; reusable	\$125.00
Meta Advertising Campaign	Regional digital advertising campaign during final two-week event promotion period	\$250.00
Digital Newspaper Advertisement Texas Co-Op, KTRE, Beaumont Enterprises	Regional online event promotion and community awareness	\$450.00
Radio Advertising (15-second spot, 2 weeks)	Local and regional event awareness campaign	\$150.00

Total Tourism Investment Requested

Category	Amount
Reusable Tourism Event Assets	\$1,319.99
Event Marketing & Promotion	\$850.00
Total Request	\$2,169.99

Cost Share & Partnerships

- Tourism funds are focused on visitor attraction, event promotion, wayfinding, and reusable tourism assets that will continue to benefit future county events.

Return on Investment

These purchases provide value beyond Big Boom on the Bend and can be reused for:

- Heritage tourism events
- Bass tournaments
- Community festivals
- Tourism trade shows
- Film Friendly Texas initiatives
- Visitor information outreach
- Future Independence Day celebrations

This approach allows Sabine County Tourism to build long-term marketing infrastructure while supporting one of the county's signature annual events.

The State Of Texas §

County of Sabine §

I hereby certify that these documents were filed and duly
recorded in the Commissioner Court Minutes of Sabine
County, Texas.



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Jami Clark - County Clerk

By: Sabrina Warner
Deputy