

VIVA BIG BEND

MUSIC FESTIVAL

JULY 23-27, 2025

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Viva Big Bend



ALPINE • FORT DAVIS • MARATHON • MARFA • TERLINGUA • PRESIDIO

JULY 23–27, 2025

Viva Big Bend/music

July 23–27, 2025

About Viva Big Bend/music

Viva Big Bend is a celebration of Texas and showcases the best of the state: extraordinary natural beauty, remarkable and talented people, an independent spirit and an amazing culture. Approximately 50 bands — with many styles of music represented — are expected to be showcased in at least a dozen venues in the 14th year. Bands/musicians from across the state and country will be invited.

Viva Big Bend highlights the diversity of West Texas with shows taking place in unique venues spread throughout the region. Because we are utilizing venues that are already operating (as opposed to creating outdoor concert venues) there is a more direct impact on the local economy. In addition, we encourage VBB attendees to enjoy

a wide range of available activities in the region. These include, but are not limited to, Big Bend National Park, McDonald Observatory, Museum of the Big Bend and Alpine Cowboys Baseball.

The staff at Ramser Media and Texas Music magazine are uniquely positioned to orchestrate an event of this magnitude due to our contacts in the music industry as well as our experience in producing events.

Who is expected to attend?

2500-3000 people each day. An estimated 80–85% of attendees will be from outside the West Texas region.

Target number of attendees

More than 12,000 over five days.

Location

Far West Texas — multiple venues in Alpine, Fort Davis, Marathon, Presidio, Terlingua and Marfa.



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VBB Sponsorships



Viva Big Bend was created to bring together music fans, the music industry, the West Texas community, gifted musicians and select sponsors. The first 13 years were hugely successful and had a very significant positive impact on the region.

There are various opportunities to market a company/product/service at Viva Big Bend. Sponsorship options can be customized. A few

guidelines are provided below. For more information, please contact Stewart Ramser.

Sponsorship options include:

- \$15,000 "Title/Presenting" Sponsorship; only one available; category exclusivity
- \$10,000 Premium sponsorship; maximum of four available; category

exclusivity

- \$5,000 Non-exclusive sponsorship

In addition to the options above, there are a variety of marketing opportunities (package deals are available with sponsorships).

- Booth/activations at the event
- Inclusion in the gift bag provided to VIPs and bands
- Inclusion in advertising for the event — print, radio, website, social media, etc. (available to all sponsorships at \$5,000 and above)
- Branded musical showcases (one night or multiple nights) — great opportunity for record labels with multiple artists.
- Use of the Viva Big Bend logo and name as part of a promotion. Prices depend on scope of promotion.
- Advertising in official program.

**Sponsorship information:
Call Stewart Ramser
512-626-7324**



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VBB Reviews

Just want to give you some feedback on Viva Big Bend. **AWESOME!** It was all wonderful, well organized and the venue was the best! You and your crew did a wonderful job. Once again, thank you for all your hard work — it showed!
— **Anna A. Vejil, Odessa**

Much appreciation for letting The Gage Hotel be a part of this wonderful event you have put on. It drew a great crowd the Marathon as well as the Trans-Pecos West Texas Area. We will support this event in the future and would very much like to be involved. This event has brought good traffic to Alpine and Marfa, which is just what this area needed. **ONCE AGAIN, THANKS!**

Phillip Moellering
Gage Hotel

What an incredible event, and thank you for all the work you put into making it happen. We thought it all went amazingly well for a first year festival considering the challenge of the distance between venues. We continually ran into people who were just really happy to be there. We did not hear one complaint the entire four days.

Huge thanks from this DC/Austin couple for the greatest four days ever! See you next year in West Texas ... Viva Big Bend!

Margaret and Rob Sides

The entire event was a joy for myself and everyone I know in Alpine as well as my guests from out of town.

— **Jeff Kelsch, Alpine**

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Way to knock it out of the park on the first pitch, Stewart and team! Bases are loaded for next year!

— Paul Minor, Padre's, Marfa

I attended all four days of the wonderful Viva Big Bend music festival and had a terrific time! The diversity of genres and venues was wonderful and another visit to the Trans-Pecos area was a true joy. I especially enjoyed the performances by Guy Forsyth, Matt the Electrician, Miss Julia and the Cruzers, Seryn, and Woodsboss. Bless you and all of your staff and volunteers for putting on a superb music fest and wishes for continued success. George Aalto, San Antonio

We had a great time at Viva Big Bend! You and your staff did a fantastic job, as everything from a spectator's point seemed to move flawlessly! This was our first time to the Alpine/Marfa area and we were really impressed with the hospitality. I wish you much success with Viva Big Bend next year and congratulations again on your success! — Sandy Shyp, Oak Point

“A blast”
— Big Bend
Sentinel

“Wildly
successful”
— Alpine
Avalanche



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VIVA
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About *Texas Music*

Overview of Viva Big Bend's producer

Stewart Ramser is the founder and publisher of *Texas Music*, which covers all genres of music from across the state of Texas. Viva Big Bend combines his love of West Texas with his expertise in producing events.

Simply put, *Texas Music* and www.txmusic.com entertains readers and educates them about all things Texas music — past and present. The magazine provides an inside, in-depth look at the music of Texas, regardless of genre. *Texas Music*'s debut issue was released in December 1999 and, as of 2020, is distributed digitally. There are subscribers in all 50 states, with a concentration of readers in Texas and surrounding states. Stories about contemporary musicians,

people behind the scenes and many of our Texas music legends are enhanced by the great writing and eye-catching (and award-winning) artwork and design. Regular departments include a



calendar of events and music news items from around the state.

magazine. Several examples of those projects are pictured below. From left to right: *Texas Music* magazine staff members produced Lone Star Beer's "Bash at the Brewery" in San Antonio. Attendance reached approximately 2,000. Also, *Texas Music* magazine has hosted a Reader Appreciation Party in Austin (during SXSW) for many years.



Beyond the magazine

Texas Music has been involved in the music community beyond the traditional

Texas Music Reader Appreciation Party

Bash at the Brewery



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