



basin PBS

Main Street



40
basin PBS
YEARS

THURSDAY
MAY 28, 2026

Save *the* Date
Be a *Sponsor*



TRAVIS
TRITT





ABOUT US

Basin PBS is a nonprofit public media station serving families, teachers, and neighbors across West Texas. For 40 years we have been a trusted source of programming. Building on that foundation, we now serve families with PBS KIDS learning, community town halls, debates, and local storytelling. We distribute free educational resources online and in person, give books to children, and create spaces where families can learn together.

We serve 19 counties with on-air, online, and in-person outreach, delivering about 200,000 weekly TV gross impressions and reaching 11,200–12,300 people in person this year. In 2024, 25,000 teachers and parents accessed 300,000+ free lessons, and 150,213 children streamed 5.7 million PBS KIDS videos. About 50% of households we serve earn \$75,000 or less, so PBS being trusted, safe, educational, and free for everyone truly matters.

While we air national programs, our primary local function is service and education. We produce local shows and town halls, archive our region's history through documentaries, and meet families where they are through outreach events and learning spaces. We are also preparing a mobile classroom to reach neighborhoods that need us most.

Funding update

Federal support that previously helped sustain this work was eliminated. Last year that support totaled ~\$1,000,000. Sponsorship of Main Street Live directly keeps these services free for everyone and expands our capacity to reach more children and classrooms.

Event financial snapshot

FY23 Gross \$194,247.25 Net \$92,812.96
FY24 Gross \$208,929.67 Net \$82,541.87
FY25 Gross \$275,792.40 Net \$88,502.14
FY26 Goal Net \$350,000

Our Mission

Basin PBS uses telecommunication and broadcast media to advance education, culture, and community across the Permian Basin. We inform, inspire, entertain, and educate with programming and services of the highest quality. As a trusted, community-owned nonprofit, we belong to you, serve you, and need you. Our work strengthens the social, democratic, and cultural health of West Texas.



Become a sponsor

Erica Thomas | ethomas@basinpbs.org | 432-563-5728



ABOUT THE EVENT

WHEN:

May 28, 2026

6:00 pm: Gates open, opening act & dinner

7:15 pm: Live auction

8:00 pm: Headliner: Travis Tritt

WHERE:

Basin PBS

203 N. Main

Downtown Midland

WHAT:

Main Street Live is back and we are celebrating 40 years of Basin PBS. This year our headliner is Travis Tritt, a Grammy-winning, multi-platinum country artist. This one-of-a-kind night promises music, community, and excitement, you won't want to miss.

ABOUT THE HEADLINER

Travis Tritt has delivered three decades of country hits. Crowd favorites include "It's a Great Day to be Alive," "Here's a Quarter," "Where Corn Don't Grow," "T-R-O-U-B-L-E," and more.





SPONSORSHIP OPPORTUNITIES



TITLE Sponsor:

\$60,000 (2 available - 1 left)

- 2 VIP reserved tables of 8 with table service
- Dinner and concert table up front
- 32 drink tickets
- Event signage, including the Basin PBS marquee & primary stage banner
- Inclusion in all social media across Facebook, Instagram, & LinkedIn
- Verbal and visual logo placement in all TV spots
- Verbal mentions in all radio ads
- Billboard campaign inclusion with logo on all event billboards
- Top tier logo on volunteer shirts
- Listing as Title Sponsor in the event invitation, all printed materials, website, & other media
(must commit before 2/28/26 to secure logo on invite)
- Valet services for all guests

BAND Sponsor:

\$25,000 (1 available)

- 1 VIP reserved table of 8 w/ table service
- Dinner & concert front section
- 16 drink tickets
- Event signage, second tier
- Social media 4 posts minimum & 1 exclusive thank you post
- Visual logo placement in all TV spots
- One exclusive emcee mention prior to band going on stage
- Mention in all printed materials & other media
(must commit before 2/28/26 to secure logo on invite)
- Valet services for all guests
- Second tier logo on Volunteer Shirts



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SPONSORSHIP OPPORTUNITIES

COCKTAIL SERVICE Sponsor:

\$25,000 (1 available)

- 1 VIP reserved table of 8 w/ table service
- Dinner & concert front section
- 16 drink tickets
- Event signage, 2nd tier
- Social media 4 posts minimum & 1 exclusive thank you post
- Visual logo placement in all TV spots
- Logo on all event cozies
- Mention in all printed materials & other media
- Valet services for all guests
- Second tier logo on Volunteer Shirts

MAVERICK Sponsor:

\$16,000

- 1 VIP reserved table of 8 w/ table service
- Dinner & concert table up front
- 16 drink tickets
- Event signage, third tier
- Third tier logo on volunteer shirts
- Social media 4 posts minimum & 1 exclusive thank you post
- Mention in all printed materials & other media
- Valet services for all guests

GOLD SPUR Sponsor:

\$10,000

- 1 VIP reserved table of
- Dinner & concert
- 16 drink tickets
- Event signage- 4th tier
- Logo On TV promo & social media mentions
- 4th tier logo on volunteer shirts

Gold Spur ONLY: choose specific area to sponsor

Catering sponsor: logo on large poster at designated food area.

Decoration sponsor: logo on all center pieces

Popcorn and Candy Sponsor: logo on large poster at this tent

Save the Dates Sponsor: Logo on Save the dates

Bar Sponsorship: logo on large poster at the Bar

Cookie Sponsor: logo on sticker of prepackaged 40th anniversary cookies one for each table guest.





SPONSORSHIP OPPORTUNITIES

Silver Spur Sponsor

\$8,000

- 1 VIP reserved table of 8
- Dinner & concert
- 16 drink tickets
- Event signage- 5th tier
- Logo on TV promo & social media mentions
- 5th tier logo on Volunteer Shirts

Wrangler Sponsor

\$5,000

- 1 VIP reserved table of 8
- Dinner & concert
- 16 drink tickets
- Event signage
- Social media mentions
- 6th tier logo on Volunteer Shirts

Cow Poke Sponsor

\$2,500

- 1 VIP reserved table of 8
- Dinner & concert table
- 16 drink tickets

Rustler Sponsor

\$1000

- 2 VIP reserved couch seats close up on sidewalk
- Dinner & concert
- 4 drink tickets

basin PBS Main Street Live



Ranch Hand Sponsor

\$700

- 2 VIP reserved open seating at a VIP table
- Dinner & concert
- 4 drink tickets

Farm Hand Sponsor

\$200

- 1 ticket, back tables
- Dinner & concert



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