



a revival event

PARTNER KIT

HELLO@VICTORYLAPEVENT.COM
(469) 730-6534

EVENT DETAILS



LOCATION

**MICKY MAYNE TIGER STADIUM
202 TIGER DRIVE
DAINGERFIELD, TX, 75638**

DATE

MAY 16, 2026

TIME

12:00 PM - 6:00PM

WHY THIS EVENT?

Our purpose is simple: inspire believers to live every day as a victory lap—because victory isn't something we're chasing—it's the ground we already stand on.

This isn't just another event—it's a vibe, a movement, and a time to recharge your spirit. We're delivering dynamic voices, powerful music, and an event that's electric with hope and unity.

Every detail is designed to inspire and connect people on a deeper level. Our guests won't just attend—they will leave energized, encouraged, and ready to experience every day as a victory lap.

WHO WILL COME?



Upper East Texas is home to 23 counties and more than 1.1 million residents. It is one of the most culturally rich, community-driven regions in the state of Texas.

The region is known for its religious convictions, tight-knit towns, traditional values, and strong sense of community.

People won't just attend the event—they will show up, bring family, and truly enjoy and participate in the experience.

ATTENDEE INSIGHTS



High Impact

Unlike larger Texas metros, this region isn't oversaturated with competing large-scale events. That means the Victory Lap stands out—getting on demand and organic attention from local media and community leaders.



Community Gateway

Near I-20, the interstate connects to Dallas, Shreveport, Tyler, Longview, Texarkana, and Mount Pleasant which serve as magnets for surrounding rural counties. Residents often travel for entertainment—meaning an event in this area will draw attendees from multiple counties.



Multigenerational Households

One in five Texas households is multigenerational. Upper East Texas has one of the highest rates of multigenerational households in the U.S., reflecting its strong traditional emphasis on family and culture.

ATTENDEE DEMOGRAPHICS

- Total population (23-county region): 1.15 million
 - Top Counties by Population:
 - Smith County (Tyler): 237,000
 - Gregg County (Longview): 123,000
 - Harrison County (Marshall): 71,000
 - Morris County (Daingerfield): 12,000
- Race/Ethnicity (Regional Average):
 - White (Non-Hispanic): 67%
 - Black or African American: 18%
 - Hispanic or Latino: 14%
 - Other/Mixed: 5%
- Median Age: 39 years
- Median Household Income: \$51,000
- Region's Gross Domestic Product (GDP): \$66.2 Billion
- Average household size: 2.4–2.6 persons

Source: controller.texas.gov

PARTNER PARTICIPATION

Whether you're an organization, small business, church, or community leader, we've created partnership packages to fit every vision and every budget.

\$2500

Title Sponsor

- Main Stage Shoutouts
- 12ft x 10ft space
- Included in all event promo

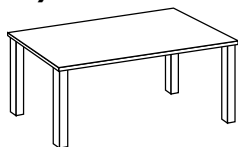
\$1500

Partner Sponsor

- 2 Main Stage Shoutouts
- 20ft x 10ft space
- Included in all event promo

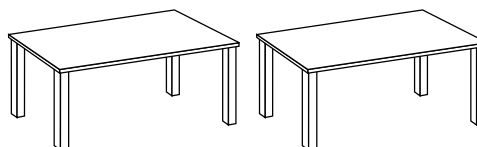
\$100

12ft x 10ft space
(fits one 6 ft table)



\$150

20ft x 10ft space
(fits two 6 ft table)



\$25

Main Stage Shoutout

\$25

Website Feature



**LIMITED SPACE
AVAILABLE.**

REGISTER TODAY!

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