

2026

Texas NASP

State Tournament

Presented
by OTF

20TH ANNIVERSARY

MARCH 20TH - 21ST

FREEMAN
COLISEUM

San Antonio, TX

Sponsorship Package



For more information contact
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Tournament History

NASP (National Archery in the Schools Program) was created in 2002 by the Kentucky Department of Fish and Wildlife Resources to address the lack of archery in physical education classes in public schools. The motto: "Changing lives one arrow at a time" was born. Educators thought that if school-aged children were exposed to archery in their PE classes, then those same children would want to pursue the sport later in life. On average, 66% of NASP students are first time archers.

Archery was introduced in Texas schools in 2004 by Steve Hall, a retired Texas Parks and Wildlife Hunter Education Manager. Hall wanted to give school-aged kids, who might otherwise never have the chance, the opportunity to try a sport that is accessible to anyone, regardless of gender, age, or ability. That same year, Texas held its first ever NASP State Tournament at the Mayborn Civic Center in Temple TX. That inaugural tournament hosted 126 student archers from 13 schools.

In 2016, a non-profit partnership with the Outdoors Tomorrow Foundation (OTF) brought about the growth of the Texas NASP State Tournament. OTF began in 1981 as the Dallas Ecological Foundation. Their primary purpose was to expand youth outdoor education and to help further efforts for wildlife conservation. Partnering with OTF allowed Texas NASP to enter more schools and engage more Texas children. It also allowed for more scholarships to be awarded to top archers for higher education. OTF is now the proud host of the Texas NASP State Tournament, having TPWD and NASP as event facilitators.

2016 also brought the introduction of the 3D component to the State Tournament. The 3D component consisted of archers shooting at foam targets modeled after six different North American game animals. 3D archery gave the students a chance to connect target archery to bowhunting in a fun and safe way. With the new introduction, archers could now compete in two categories: Bullseye and 3D.

Aside from the state tournament, schools across Texas have seen over 73,000 students take part in archery as part of their PE class curriculum. More and more schools are bringing archery to their students as part of the TEKS state standard as an application of a Lifetime Wellness activity. Archery has been identified as a pursuit most kids enjoy, as it does not limit accessibility due to lack of ability. Texas NASP sees the merit of implementing archery into the school curriculum to include more kids in sports and the outdoors, a great way to expose young Texas children to fun and fitness.

Over the last 19 years, the State Tournament has seen approximately 50,000 students, in grades 4th through 12th, walk onto the competition floor. An impressive \$400,000 in scholarship funds have been awarded to Texas students for higher education. This is only the beginning. Great things are on the horizon for Texas NASP.



During this 2025-26 school year, we will be celebrating the 20th anniversary of the Texas NASP State tournament. Thanks to the dedication of our partners, along with the hard work of coaches, parents, and volunteers, the tournament continually sets new participation records across the State of Texas, and the country. Since its inception, the tournament has experienced consistent and exponential growth each year, and TX NASP believes 2025 will be no exception.

Last year the State Tournament hosted over 5,100 student archers representing 250 schools' - a big leap from 18 short years ago. A total of \$48,000 dollars were awarded in scholarship funds to the top male and female high school archers. In addition, Texas was represented by 726 student archers who qualified to compete at the NASP 2025 National Tournament. These tournament participation numbers demonstrate that archery is no longer just a sport for hunters. If we create a space for archers to compete, then it's a sport open to whomever wishes to try.

The pledge to have as many kids participate at the State Tournament is at the forefront of the commitment that OTF, NASP and TPWD have made to all Texas schools. The move to the Freeman Coliseum was the first step in fulfilling that commitment.

As a team, Texas NASP works all year to create a memorable event for everyone that attends. Moreover, as non-profit organization TX NASP depends heavily on volunteers to make the State Tournament possible every year. To many student archers, the State Tournament is their one big event of the school year. Much of the funding for the State Tournament comes directly from the kids, their parents, and coaches. Moving forward, OTF, NASP, and TPWD wish to ease the financial burden placed upon those archers, their parents and coaches to be able to bring forth this key event.

While we try to keep the cost reasonable for students to participate in the tournament, there are significant upfront costs to organize an event of this magnitude. As the attendance of the State Tournament grows, the need for support from businesses, and community leaders alike is as important as ever. Please consider becoming a sponsor for the TX NASP State Tournament TODAY!



Marketing



The State Tournament hosts a healthy mix of archers, all-aged siblings, parents, extended family members, Texas agency volunteers, and educators – including JROTC, PE, and Outdoor Education teachers. Sponsorship advertisements will be displayed throughout the State Tournament grounds. It will reach audiences from different parts of Texas in one place. Student archers come from all corners of Texas, the Valley, East, West, North, Central Texas – All of it!

Texas children that have access to archery show more promise to bridge the gap with other conservation activities. Archery helps kids and in turn their parents, widen their scope when it comes to the outdoors.

Our marketing efforts will include a digital program on the tournament link where coaches and parents can access their archer's flight information and scores. We will also target our audience through multiple social media pages including the Texas Parks and Wildlife Departments Facebook and Instagram pages. Flyers and other advertisement information will be emailed to over 2,000 teachers and coaches across the state of Texas. Multiple displays and banners will be on show at the State Tournament, highlighting all our sponsors and partners who have helped make the tournament possible.

Advertising for the State Tournament has already begun on a smaller scale but will increase as we get closer to the actual date of the event. Our biggest advertising push will begin in January and run through March 2026. On the day of the event, sponsors will be announced during the announcer's speech, banners will be on display, and student archers will receive a registration goodie bag that will have all sorts of treats and marketing material from our sponsors.



Become a Sponsor

Your Logo and Sponsorship will gain your business:

- Brand Visibility
- Targeted Marketing
- A Favorable Consumer Perception
- On-Site Banners
- Content Strategy
- Audience Insights
- More Business-to-Business Relationships
- Community Goodwill
- Return on Investment
- Social Media Promotion



Becoming an official sponsor of the Texas NASP State Tournament is a great way to build brand awareness with a whole new audience. An audience that will continue to participate in the State Tournament for the foreseeable future. The same audience that will continue with archery as their vehicle to other outdoor activities for many years to come.

Your business will be reaching prospective customers that previously weren't familiar with your name or business. Your support will demonstrate your company's commitment to not only your local community, but to the larger population of Texas. By becoming an official sponsor of the Texas NASP State Tournament, your business will be supporting one of the largest archery tournaments in the United States.

The Texas NASP State Tournament needs the support of sponsors from the larger Texas body for the tournament to continue being successful. Archery is special in that it doesn't require an archer to be the strongest, nor the fastest. Archery requires focus, self-control, discipline, and patience for mastery. Reaching the State Tournament is the peak of achievement for a lot of our Texas children that don't necessarily have the athletic advantages that other sports require for success. In fact, NASP is working to break down any barriers that may discourage students with disabilities from participating in archery. Because of that distinctive quality, archery keeps growing in popularity in Texas schools. In recent years, there has been a steady increase in the number of schools that have teachers certified to teach archery. Without your sponsorship support, the growth of the Texas State Tournament can not be feasible without placing the entire financial burden on those kids, their parents, and their coaches. **WE NEED YOU!**



Sponsorships Include



**Level 1
Sponsor**
(As long as targets
are available)
\$100

Target Sponsor

Support one of the targets used in the tournament and help promote the sport of archery. Sponsor gets their Name/Logo hung over a target on the range of their choice. Sign size: 12 in X 12 in. Receive two visitor passes to the tournament.

**Level 2
Sponsor**
(Unlimited)
\$500

Introduction Sponsor

Support the tournament by adding your sponsor banner to one of the ranges displayed on the safety curtain or backstop net. Inclusion of your marketing materials in all team registration packets.** Include a quarter-page ad in the tournament's digital program, receive an official Texas NASP® State Tournament Sponsor banner, sized small (9" X 12"). Receive three visitor passes to the tournament.

Show your support and gain visibility in this exciting event.

**Sponsor provides marketing products and flyers

Room Sponsor

Scoring Room, Hospitality Room, Game Room, Practice Range

**Level 3
Sponsor**
(4 Available)
\$1,500

Sponsor one of the four tournament hospitality rooms and enjoy prominent visibility with your sponsor banner displayed in the room. Additional banners will be displayed at each of the tournament ranges. Benefits include: a half page ad in the tournament's digital program, recognition during opening ceremony, marketing materials included in team packets**, promotions in all tournament-related materials and announcements from OTF, NASP, and TPWD. Receive an official Texas NASP® State Tournament sponsor banner, choice of medium (12" X 18") or small (9" X 12"). Receive four visitor passes to the tournament.

Show your support and gain exposure by sponsoring a key part of the event.

**Sponsor provides marketing products and flyers



Sponsorships



Range Sponsor

Ranges: Elementary/Middle School, High School or NASP 3D

**Level 4
Sponsor**
(3 Available)

\$2,500

Achieve prime visibility with a full-size banner displayed at one of the four ranges. Benefit from an official range sponsorship banner displayed front and center with additional banners throughout the tournament. This package includes: A full-page ad in the tournament's digital program, recognition during opening ceremonies, recognition in the tournament packet and inclusion of marketing materials included in all team packets**. Have your sponsorship included in promotions for all tournament-related materials and announcements from OTF, NASP, and TPWD. Sponsor will be added to the Official Texas NASP® State Tournament T-shirt. Receive an official Texas NASP® State Tournament sponsor banner - choice of large (12" X 18), medium (12" X 18") or small (9" X 12"). Receive six visitor passes to the tournament.

Enhance your brand presence while supporting the promotion of archery.

**Sponsor provides marketing products and flyers

Tournament Sponsor

**Level 5
Top
Sponsor**
(3 Available)

\$5,000

Maximize your impact by sponsoring the entire tournament. Enjoy prominent banner displays and recognition throughout the event. This package includes: Sponsorship listings on the second page of the event's digital program, plus multiple full-page ads throughout the program. Recognition during opening ceremonies, recognition in the tournament packet with your logo printed on the packet, and inclusion of promotional and marketing materials in team packets. Display two large sponsor banners on each range of the tournament (Elementary/Middle School, High School, and NASP 3D range), with additional banners displayed throughout the tournament. Have your sponsorship included in promotions for all tournament-related materials and announcements from OTF, NASP, and TPWD. Sponsor will be added to the Official Texas NASP® State Tournament T-shirt. The sponsor will be given access to a vendor booth (8 ft x 8 ft) for sponsor promotion and public interaction. Receive an official Texas NASP® State Tournament sponsor banner - choice of large (12" X 18), medium (12" X 18") or small (9" X 12"). Receive eight visitor passes to the tournament.

Become a key partner in supporting youth archery and promoting your brand in the community.

**Sponsor provides marketing products and flyers

Other Opportunities - State Tournament

Vendor Booth \$250

Booth spaces are 8 feet by 8 feet. Only NASP approved wears may be sold at the Texas NASP State Tournament. No noise makers or light up toys are allowed (to display or be sold as they are a distraction to the archers). The Texas NASP team reserves the right to prevent/stop the sale of any item that can be considered a distraction to the archers.



For more information contact

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