



February 2026

## BBQ at the LBJ Ranch — Sponsorship Levels

### *Reviving the Spirit of the Texas White House*

When Lyndon Johnson hosted world leaders at his Hill Country ranch, he didn't serve them formal state dinners in gilded rooms — he fired up the pit. His first state dinner as president was a barbecue for 300 guests, catered by the legendary "Barbecue King" Walter Jetton, complete with spare ribs, pinto beans, coleslaw, and plenty of cold beer. German chancellors, Mexican presidents, Senate leaders, and old friends alike sat together under the Texas sky along the Pedernales River — united by smoke, good food, and the easy hospitality that only the Hill Country can offer.

This event brings that tradition back to life. Join us as we honor LBJ's legacy of gathering people together — with all the history, heart, and brisket that the occasion deserves.

### **Texas White House Sponsor | \$10,000**

LBJ hosted nearly 100 barbecues for VIPs and friends during his presidency, and the guests at the head of those tables were always the ones who helped make things happen. As our Texas White House Sponsor, that's you.

- **Road banner recognition for 30 days** along Highway 290 through Stonewall — where LBJ himself drove these roads
- **Premier reserved table for 8** with custom event signage in the most coveted spot in the venue
- **Featured introduction from the podium** — just as LBJ honored his most important guests by name
- **Premier placement of your name/logo** across all promotional materials: print, banners, social media, and our event website

- **Local radio recognition** during public service announcements
- **Two-year listing** as a sponsor on the Friends of LBJ National Historical Park website
- **Tokens of appreciation** awaiting you at your table — a nod to Lady Bird's famous personal touches for honored guests

## **Barbecue King Sponsor | \$5,000**

*(Named for Walter Jetton)*

Walter Jetton was a natural showman — always dressed in a Stetson, apron, creased white shirt, and string tie. He billed himself as the "Barbecue King" and often had a whole cow rotating on a spit beside a smoldering log fire. This level is for sponsors who bring that same bold energy and larger-than-life presence to everything they do.

- **Preferred reserved table for 8** with event signage recognition at your table
- **Podium acknowledgment** — your guests introduced and celebrated before the crowd
- **Name/logo placement** on all promotional materials: print, social media, and the event website
- **Local radio recognition** during public service announcements
- **Two-year listing** as a sponsor on the Friends of LBJ National Historical Park website
- **Tokens of appreciation** at your table

## **Pedernales Sponsor | \$2,500**

*Named for the river that ran through the heart of LBJ's world.*

Johnson bought his parcel on the banks of the lazy Pedernales River just west of his boyhood home in Johnson City — and the modest ranch became an integral part of the image he wanted to project. The Pedernales Sponsor reflects that same rooted, community-minded spirit.

- **Reserved table for 8** with signage recognition at the table
- **Business recognition from the podium**
- **Social media recognition** leading up to and following the event
- **Tokens of appreciation** at your table

## **Ranch Table | \$1,600**

*Pull up a chair — good company is half the meal!*

At LBJ's legendary barbecues, the food was served on paper plates, buffet style — but who you sat next to could change the course of history. Reserve your table and make sure your people are together.

- **Reserved table for 8** — guaranteed seating with your chosen group
- All 8 tickets must be purchased together at time of reservation

### **Lady Bird Contributor | \$600**

*A nod to the woman who made the ranch bloom.*

Lady Bird Johnson was the gracious heart behind every gathering at the Texas White House — ensuring every guest felt welcomed and every detail was tended to. This level is for supporters who believe in the mission and want to be part of the moment.

- **2 tickets** to the event
- **A small token of appreciation** in the spirit of Lady Bird's famous personal warmth
- General seating — first come, first served

### **General Admission | \$200 per ticket**

*Everyone's welcome at a Texas BBQ!*

This was LBJ's whole philosophy — bring people together, feed them well, and let the conversation do the rest. Come enjoy an unforgettable evening on the ranch.

- Admission for one
- General seating on a first come, first served basis

Questions? Email Jess Gillespie, Director Of Operations,  
[opsdirector@friendsoflbjnationalpark.org](mailto:opsdirector@friendsoflbjnationalpark.org)