



## Longview Great Pumpkin Roll: Sponsorship Request

### Saturday, October 4, 2025

The Longview Great Pumpkin Roll returns to Downtown Longview this fall! Join us at the top of Center Street where surveyors in 1870 said “that’s a long view” as they mapped out a new East Texas town. For the third year now, we will be rolling pumpkins from the top of that hill for great prizes. We need your help to sponsor the prizes and activities for this fun and unique event in 2023.

- **Uh, what is a Pumpkin Roll?** It’s not the delicious dessert, but it is a fun fall event. Participants will roll pumpkins down the hill for top prizes up to \$500. Prizes will be given for the farthest rolls or hitting targets.
- **Where is this happening?** Downtown Longview near 410 N. Center St., between the Longview Chamber of Commerce and the Lab on Center Street.
- **How are sponsorship dollars utilized?** Sponsorships will primarily be utilized to provide activities during the event and prizes for contestants. Proceeds from the event will benefit the Downtown Longview nonprofit 100 Acres of Heritage, which works to improve Downtown Longview according to the Main Street four-point approach of economic vitality, design, promotion, and organization.
- **What are the sponsorship options?** Sponsorship starts at just \$100, but we’re pretty sure becoming a \$1,000 Great Pumpkin sponsor would make you as popular with us as pumpkin spice lattes after yoga class.
  - **Lil’ Pumpkin Sponsor:** \$100 – includes 1 standard yard sign on the course.
  - **Longview Roller Sponsor:** \$500 - includes 2 standard yard signs plus a named target prize or activity.
  - **The Great Pumpkin Sponsor:** \$1,000 – includes 6 standard yard signs, and a featured target prize. Plus, prime mentions in advertising, social media, and website. Sponsor may also provide a larger sign at sponsor expense.



For more information, contact Paul Guidroz with Visit Longview 903-239-5536 or email [info@visitlongviewtexas.com](mailto:info@visitlongviewtexas.com). To participate as a sponsor, please complete the registration form online at [VisitLongviewTexas.com/Pumpkin](https://VisitLongviewTexas.com/Pumpkin). Make sponsorship checks payable to “One Hundred Acres of Heritage” and return to City of Longview – Main Street, PO Box 1952, Longview, TX 75606.