PARTNERSHIP PROSPECTUS & EXPOSITION GUIDE

Inaugural Texas Culinary Arts Show (TCAS)
October 24–25, 2026

An Invitation to the Best of the Best

The Texas Culinary Arts Show (TCAS) is vetting applications to select an elite, hand-picked group of culinary, pastry, retail, and beverage artisans for our inaugural showcase at the Rockport Conference Center (ROCC). This is an exclusive opportunity to align your brand with exceptional talent, gain sweeping regional and national media exposure, and directly impact the future of the culinary arts in Texas.

Why Secure a Booth at TCAS 2026?

1. Unmatched Amplification & Marketing Reach

By securing an official festival booth, your business will gain massive, cross-platform marketing exposure. Our promotional campaigns will be actively broadcast and highlighted across prominent municipal, cultural, and national platforms, including:

- **National Social Media:** tags across **Food Network** networks.
- **Industry & Media Houses:** tags across **James Beard** platforms and culinary media.
- **Regional & Tourism Engines:** Heavy digital campaigns driven by the **Rockport Cultural Arts District (RCAD)**, **City of Rockport**, **Rockport-Fulton Chamber of Commerce**, **Aransas County, Coastal Bend, Explore Rockport**, and **Rockport Culture**.
- **Host & Hospitality Networks:** High-frequency promotional outreach through the **PIK-NIK Deli + Wine Bar** culinary network and **Rockport Cultural Arts District**.

2. High-Yield Revenue Opportunities & On-Site Sales

- **Merchandise Sales:** Partners retain 100% of their revenue from on-site retail merchandise, branded apparel, packaged goods, cookbooks, and more!
- **Off-Premise Beverage Sales:** Beverage and winery partners who secure a temporary **TABC Class G (Winery) Permit or BG Permit** are legally authorized to sell sealed bottles directly to attendees for on- and off-premise consumption—a massive revenue generator as guests stock their personal collections.

3. Financial Incentives & Full Tax Write-Offs

- **100% Tax Deductible:** Because TCAS is hosted in direct partnership with the **Rockport Cultural Arts District (RCAD)**—a registered 501(c)(3) non-profit organization—all booth fees, promotional sponsorships, and operational expenses incurred to participate can be fully written off as charitable business contributions.
- **Host Hotel Room Blocks:** To ease travel logistics, all accepted Culinary Partners will receive exclusive, deeply discounted rates at our premium partner hotels along the Rockport coast.
- No-cost shared (limited) ingredients from Food & Beverage Sponsors.

4. Purpose-Driven Impact

Your presence directly funds the community. A significant portion of all festival proceeds will be donated to two critical local pillars:

- **Rockport-Fulton Meals on Wheels:** Delivering vital, life-sustaining nutrition to homebound neighbors.
- **RFISD High School Culinary Program:** Investing in commercial equipment, mentorship, and scholarships to shape the next generation of Texas chefs.

Headlining Talent, Networking, & Competition

Exclusive Meet & Greet

All accepted partners gain exclusive, behind-the-scenes access to connect with our festival headliner and master of ceremonies, **Chef Roshni Gurnani (Chef Rosh)**.

About Chef Rosh

- **Accolades:** James Beard Certified Executive Chef, Nominee, and awarded one of the *Top 5 Indian Chefs in the USA*.
- **Television:** Food Network's *Chopped* Champion, *Beat Bobby Flay*, *Alex vs. America*, and FOX's *Hell's Kitchen*.

The "Texas Best" Culinary Competition

Out of our selected partners, **only three elite applicants** will be chosen to step onto the main stage to compete in the live "Texas Best" Culinary Competition. The high-stakes battle will be judged live before the festival audience by **Chef Rosh,** with live commentary, alongside local City and County "Celebrity" judges, offering the winner an unprecedented level of press and prestige.

Venue Infrastructure & Shared Kitchen Guidelines

The Rockport Conference Center provides a state-of-the-art facility to support your activation. However, to maintain an elegant and safe flow, culinary partners must adhere to the following infrastructure rules:

- **Shared Kitchen Space:** A fully equipped commercial kitchen is available on-site for basic execution and staging. Because this space is shared among all participating chefs, station cleanliness, and mutual respect are strictly required.
- **VIP Priority:** Please keep in mind that the kitchen will host high-ticket, private VIP demonstrations throughout day one. General prep work must be coordinated seamlessly around these scheduled windows.

Submit Your Application

Because we are fully committed to showcasing only the finest culinary minds, booth spaces are extremely limited and subject to rigorous committee review.

Apply Today to Secure Your Place on the Coast.
https://www.texasculinaryarts.com