

## BURNET COUNTY EVENT SPONSORSHIP APPLICATION

Must be submitted no later than sixty (60) days prior to event

EVENT MUST BE OPEN TO THE PUBLIC

CURRENT DATE: \_\_\_\_\_

NAME OF EVENT: \_\_\_\_\_ FiestaJAM 2024

NAME OF ORGANIZATION: \_\_\_\_\_ FiestaJAM on Lake Marble Falls 501C3

MAILING ADDRESS (include street, city, state, zip)

906 Ave D Marble Falls, TX 78654

CONTACT PERSON: \_\_\_\_\_ Richard Westerman

LIST NAMES OF BOARD (if applicable):

Richard Westerman, Robert Linder, Andrea Welch, Tex Toler, Leslie Collier, and John A Martinez

DATES OF EVENT:

October 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>

PROJECTED ATTENDANCE: \_\_\_\_\_ 3000 (Note: We are planning a week long event the week of April 20, 2025. Likely 2 events a year-spring and Fall)

**Please read and be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings.**

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

Event Sponsor-\$5000. Logo on all printed and online marketing.

Banner at Event- VIP passes

VIP Seating for 6 persons and all three day tickets for each.

WHAT IS YOUR ADVERTISING PLAN:

We are using a " professional PR" individual—utilizing Posters, All Social Media, Newspapers, Magazines, Radio, and TV plus You Tube videos.

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

We are just starting the process of acquiring sponsors. City of Marble Falls \$10,000. We have also applied to the Marble Falls EDC for \$5000

Our Corporate Title Sponsor \$10,000. Music Sponsor \$2500, Song Sponsor \$1000. Lyric Sponsor \$500 (Same Levels as last year)

**I hereby certify and affirm that I have read the application information, understand and will comply with all provisions therein, and that I will abide by all relevant county, state, and federal laws and regulations regarding use of Hotel Occupancy Tax.**

**"I affirm and declare the foregoing to be true statements. Falsifying a governmental record is a class "A" misdemeanor under Texas Penal Code 37.10".**

Signature: Richard Westerman

Print name: Richard Westerman

Title: President

Date: July 24, 2024

**\*\*Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could result in no future funding\*\***

## FiestaJAM on Lake Marble Falls

October 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup>

### List of events:

#### October 10<sup>th</sup> (at Lakeside Pavilion)

- 1) Preliminary round of the Kent Finlay Texas Song Search. The winner will secure a place as a finalist in our April 2025 event.
- 2) Kickoff event with John A Martinez, Brandon Barnhill and Wake Eastman.
- 3) All female songwriters round featuring Terri Hendrix, Sarah Pierce, and Susan Gibson

#### October 11<sup>th</sup> (at Lakeside Pavilion)

- 1) by Event will feature Walt Wilkins and Friends including Bernie Nelson (This list will be complete next week.)

#### October 12<sup>th</sup> (at Brass Hall)

- 1) The Outlaw Firm
- 2) Shak Russel
- 3) Micheal Hern
- 4) Shawn Camp

We will also have Randy Collier and Grassland worked into the schedule.

We are working with Doug Winters of Bear King brewing. He is working with Lacey Dingman with our Parks Dept. to put together a beer & wine tasting event with local brewers at Lakeside Pavilion during the day. We will have our finalist with the Kent Finlay Texas Song Search playing a few songs each for their entertainment.

Acts are subject to change as these entertainers/songwriters may have a change in there schedules. FiestaJam's goal is to brign Grammy quality entertainment to the Texas Hill Country.