

Sponsored Event: 42nd Annual Bluebonnet Festival

Date: April 11-13, 2025

Suggested sponsor level: Bluebonnet Sponsorship (\$5000)

8 concert tickets & Festival shirts

Logo on Stage banner & map banner

Full page magazine AD

Name on brochure, magazine cover & thank you ad, link on website

Name on festival shirt

On-stage shout outs

8 Carnival wristbands

4 VIP parking tickets

Recognition at parade

Name on all materials

****Usage of tickets/ wristbands.** HMT Director will keep 2 concert tickets and 1 VIP parking pass to attend event, as per job description. Giveaway will be done on facebook and Instagram social media accounts for additional 6 concert tickets, festival shirts, VIP parking passes and carnival wristbands.

Use of HOT funds under the following:

b) Advertising, Solicitations and Promotions that Directly Promote Tourism and the

Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

c) Promotions of the Arts that Directly Promote Tourism and the Hotel and

Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show

hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Burnet Bluebonnet Festival

DATE(s) OF EVENT: April 11-13, 2025 (carnival starts Apr. 10)

CONTACT PERSON: Allison McKee

MAILING ADDRESS (street, city, state, zip) 101 N. Pierce St Ste 1, Burnet, TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

See attached

PROJECTED ATTENDANCE: 30K

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Bluebonnet Level (\$5K) - See attached

ADVERTISING/ MARKETING PLAN:

Burnet Bulletin, The Hook radio, KBET, 101 Guide, Social media,
emails to members, flyers throughout Burnet

LIST OTHER SPONSORS PARTICIPATING:

City of Burnet, Drees Custom Homes, Bobcat Marble Falls, Johnson Swell Ford
Ltx Homebuilders, First State Bank

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: Allison McKee

Print name: Allison McKee

Title: Executive Director Date: 1/16/25

Burnet Bluebonnet Festival Sponsorship Packages

<i>Sponsorship Perks</i>	BLUEBONNET \$5,000	BLUE \$2,500	WHITE \$1,000	GREEN \$500
CONCERT TICKETS & FESTIVAL T-SHIRTS	8	6	4	2
NAME ON STAGE BANNER	LOGO	TEXT	TEXT	TEXT
MAGAZINE AD	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
NAME ON BROCHURE, MAGAZINE COVER & THANK YOU AD, LINK ON WEBSITE, MAGAZINE DISTRIBUTOR				
NAME ON FESTIVAL T-SHIRT				
ON-STAGE SHOUT-OUT ALL WEEKEND				
CARNIVAL WRISTBANDS	8	6	4	
BOOTH AT THE FESTIVAL	INCLUDED	FOR PURCHASE		
LOGO ON MAP BANNER				
VIP PARKING	4			
RECOGNITION IN PARADE				
NAME IN ALL MATERIALS				

Burnet Bluebonnet Festival

SPONSORSHIP/AD SALES CONTRACT

BUSINESS/INDIVIDUAL: _____

PRIMARY CONTACT: _____

ADDRESS: _____

PHONE #: _____ **EMAIL:** _____

FESTIVAL SPONSORSHIP PACKAGES:

- | | |
|---|---|
| ☐ BLUEBONNET | \$5,000 |
| Vendor Booth Required? | ☐ Y ☐ N |
| ☐ BLUE | \$2,500 |
| Vendor Booth Required? | ☐ Y ☐ N |
| (For an Additional Fee) | |
| ☐ WHITE | \$1,000 |
| ☐ GREEN | \$500 |

PLEASE LIST KNOWN T-SHIRT SIZES HERE:

MAGAZINE AD SALES:

(AD ONLY, NO SPONSORSHIP)

- | | |
|---|--------------|
| ☐ FULL PAGE (8.5" X 11.125") | \$750 |
| ☐ 1/2 PAGE (8.5" X 5") | \$500 |
| ☐ 1/4 PAGE (3.75" X 5") | \$295 |
| ☐ 1/8 PAGE (3.75" X 2.44") | \$195 |

SPONSORSHIPS + INDIVIDUAL AD SALES

(PLEASE SELECT ONE):

- ☐ **USE SAME AD AS LAST YEAR**
- ☐ **PLEASE CREATE AN AD (AT NO ADDITIONAL COST)**
- ☐ **I'LL PROVIDE AN AD**

ADDITIONAL SPONSORSHIP OPTIONS:

(Please Call for Availability)

- | | | | |
|--|----------------|---|--------------|
| ☐ DUAL ACOUSTIC STAGE | \$3,000 | ☐ CHILDREN'S GAMES | \$300 |
| ☐ WHISKEY GARDEN | \$1,000 | ☐ PET PARADE | \$300 |
| ☐ FOOD COURT | \$1,000 | ☐ WIENER DOG RACE | \$300 |
| ☐ FAMILY FUN NIGHT CARNIVAL | \$300 | ☐ 5K/10K WATER STATION | \$150 |
| | | (THREE AVAILABLE) | |

JANUARY 31, 2025 AD SALES END, MARCH 1, 2025 ALL PAYMENTS DUE IN FULL

THE UNDERSIGNED AGREES TO PURCHASE THE SPONSORSHIP/AD INDICATED ABOVE. BURNET CHAMBER OF COMMERCE & VISITORS BUREAU IS A 501(C)(6) NON-PROFIT; EIN #1-74-1231653-5

PURCHASER SIGNATURE & DATE

INTERNAL USE

TOTAL DUE: \$ _____
☐ **CASH**
☐ **CHECK (#** _____ **)**
☐ **CREDIT CARD (#** _____ **)**
EXP _____ **CSV** _____



VISIT BLUEBONNETFESTIVAL.ORG, CALL (512) 756-4297 OR EMAIL INFO@BURNETCHAMBER.ORG