

Sponsored Event: Hill Country Downhill Series 2025- Spider Mountain

Date:1/18, 2/15, 3/15, 4/12, 5/31

Suggested sponsor level: Tier 1 (\$1000)

Social Media placements

Logo on website

On-site individual banner placement (provided by Burnet County Tourism)

On-site/ social Media Spidy King mentions

Video overlay for all Hill Country Down Hill posts/ reels

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;

e) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels: Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the county or its vicinity.

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Hill Country Downhill 2025

DATE(s) OF EVENT: 1/18, 2/15, 3/15, 4/12, 5/31/2025 + 2/22-2/23 Spiderversary

CONTACT PERSON: Brian Stevens

MAILING ADDRESS (street, city, state, zip) 200 Greenwood Hills Trail, Burnet, TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

N/A

PROJECTED ATTENDANCE: 300-500 per race/event
Please be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Listed in attached proposal

ADVERTISING/ MARKETING PLAN:

Listed in attached proposal

LIST OTHER SPONSORS PARTICIPATING:

Save the World, Bike Farm, SRAM, Troy Lee Designs, RPR Dirtworks

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: 

Print name: Brian Stevens

Title: Community Manager Date: 1/15/2025

RKS



Hill Country Downhill Series 2025

Sponsorship Proposal

Overview

Spider Mountain presents the Hill Country Downhill Race Series. A multi-race series focused on growing and progressing the sport of mountain biking in the state of Texas. In true downhill fashion, this race event will be a one-run, best-time wins format with 5+ races making up the series and racers collecting points at each race to compete for the grand prize series winner. This event will bring huge numbers of riders to Spider and will gain national attention through the marketing leading up to it and the media coming out of the event itself.

1st 2025 Round Dates (2nd round TBA)

- Race #1: 1/18/2025
- Race #2: 2/15/2025
- Race #3: 3/15/2025
- Race #4: 4/12/2025
- 5/31/2024 Texas Downhill State Championship

Tier 1 \$1000- Sponsorship Includes

- Marketing Placements
 - Social Media
 - Website
 - On-site individual banner placement space (business provided)
 - On-site/social media Spide King mentions
 - Video Overlay for ALL HCDH POSTS/REELS (small logo)

Tier 2 \$2000 Sponsorship Includes

- Marketing Placements (races 1-5)
 - Social Media
 - Newsletter
 - Website
 - Video Overlay (large logo)
- On-Site Placements
 - Base area (photo op)
 - Vendor space
 - Banner placements (Spider provided)
- Spider Perks
 - 2 nights at Thunderbird Lodge