

Sponsored Event: Burnet Community Coalition Jackson Street Jams 2025 Series

Date: 3/22, 5/3, 6/21, 7/26, 8/16, 9/13

Suggested sponsor level: \$3600

Social Media placements

Banner with logo at all concerts

Mentions through KBEY

Billboard placement at 183/29

Local paper advertisement

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: Jackson Street Jams Summer Concert Series 2025

DATE(s) OF EVENT: March 22nd, May 3rd, June 21st, July 26th, August 16th, and September 13th

CONTACT PERSON: Maria Gonzales

MAILING ADDRESS (street, city, state, zip) P. O. Box 1369, Burnet, TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

N/A / Burnet community coalition

PROJECTED ATTENDANCE: 1,500

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Approximately \$3,600 for additional services/facilities to cater to larger crowds on the square.

ADVERTISING/MARKETING PLAN:

Advertising occurs in several ways. We utilize social media avenues, as well as partnering with Kbey & The Picayune. With that partnership, advertising occurs in their magazines and tv subscribers. We also advertise with the local papers and have an electronic billboard that features the concerts. This billboard is located at Highway 29 and 183.

LIST OTHER SPONSORS PARTICIPATING:

Kbey and the Burnet Bulletin are additional sponsors/partnerships.

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: Maria Gonzales

Title: City Secretary Date: January 14, 2025