

Sponsored Event: May Fest (Highland Lakes Marble Falls Chamber of Commerce)

Date: May 1-4, 2025

Suggested sponsor level: Premier (\$750)

Proportionate logo on all promotions and publicity including print ads, press releases, flyers and posters

Logo on home page of events website

Hyperlink on events website and in email blasts

Banner space and signage displayed

On-air mentions on all radio interviews

Complimentary vendor booth (Burnet County Tourism is foregoing this)

Business mentions on Facebook page

5 Carnival wristbands

****Usage of five wristbands.** A giveaway will take place the week before the event on Burnet County Tourism's social media pages.

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.

Level Proposal

Presenting - \$2,500

- Prominent company logo (full size) on all promotions and publicity, including print ads, press releases, flyers, and posters
- Company poster/sign displayed as "Mayfest is brought to you by..." in the beverage/token booth area
- Company logo (full size) on home page of event website
- Hyperlink on event website and in email blasts
- Banner (provided by business) space and signage displayed
- On-Air Mentions on all radio interviews
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (17k + followers)
- Announcer mentions your company on main stage
- 10 Carnival Wristbands

✦ Premier - \$750

- Proportionate company logo (1/2 size) on all promotions and publicity including print ads, press releases, flyers, and posters
- Company logo (1/2 size) on home page of event website
- Hyperlink on event website and in email blasts
- Banner (provided by business) space and signage displayed
- On-Air Mentions on all radio interviews
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (17k + followers)
- 5 Carnival Wristbands

Spotlight - \$500

- Proportionate company logo (1/4 size) on all promotions and publicity, including print ads, press releases, flyers and posters
- Company logo on (1/4 size) on home page of event website
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (17k + followers)
- 2 Carnival Wristbands

Contributing - \$250

- Company logo (1/8 size) on home page of event website
- Business mention on Facebook page (17k + followers)

BURNET COUNTY EVENT SPONSORSHIP APPLICATION
EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Mayfest

DATE(s) OF EVENT: May 1-4, 2025

CONTACT PERSON: Katie Savage

MAILING ADDRESS (street, city, state, zip) 916 2nd St., Marble Falls 78654

BOARD MEMBERS OF EVENT/ORGANIZATION (if applicable):

PROJECTED ATTENDANCE: 3,500

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Please see attachment

ADVERTISING/ MARKETING PLAN:

Newspaper, Social Media, Flyers, possibly the Radio

LIST OTHER SPONSORS PARTICIPATING:

Please see attachment

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: Katie Savage

Print name: Katie Savage

Title: Director of Special Events Date: March 3, 2025