

Sponsored Event: Walkway of Lights (Marble Falls Chamber)

Date: Nov 21, 2025- Jan 3, 2026

Suggested sponsor level: Silver (\$1500)

44 nights of business recognition

Logo on home page of Chamber website

Logo listed on marblefalls.org

Half Page ad in WOL brochure

Business mention on Facebook page

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.

Nov. 21, 2025-
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Walkway of Lights

From locals to tourists from around the country, the Walkway of Lights has been a staple in the Marble Falls Community for 34 years. With an average attendance of 44,800 sculpture spectators, the Walkway of Lights can continue to be a festive family tradition with your support!

PRESENTING

\$3,500 Investment

Non Chamber Members \$3,600

1 Available

CLAIMED

- 44 Nights of company recognition
- Business promoted on WOL sign display
- Company logo on home page of Chamber's website
- Company poster/sign displayed as "Walkway of Lights is brought to you by..." in the concession stand area
- Full Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Option to handout promotional materials (Entrance & Exit)
- Business mention on Facebook page (13k + followers)

PREMIER

\$2,500 Investment

Non Chamber Members \$2,575

- 44 Nights of company recognition
- Business promoted on WOL sign display
- Company logo on home page of Chamber's website
- Full Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Option to handout promotional materials (Entrance & Exit)
- Business mention on Facebook page (13k + followers)

SILVER

\$1,500 Investment

Non Chamber Members \$1,550

- 44 Nights of company recognition
- Business promoted real estate - display your logo as a light sculpture for the duration of Walkway (business provides the sculpture)
- Company logo on home page of Chamber's website
- Logo listed on Marblefalls.org
- Half Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Business mention on Facebook page (13k + followers)

PARTNER

\$500 Investment

Non Chamber Members \$525

- Logo listed on Marblefalls.org
- Business mention on Facebook page (13k + followers)
- Shared page listed in the WOL Brochure (thousands of copies are handed out throughout the event duration)

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Walkway of Lights

Additional Business Exposure Opportunities

The amount for the following are determined at the time of the event and current prices/supply & demand. These are available to work within any budget:

- Live Band playing Christmas Songs
- DJ playing Christmas Music
- Concession Stand
- Dining Tent
- Garland
- Brochure
- Newspaper/Magazine
- Christmas Burro
 - Get your photo taken with Christmas donkeys
- Christmas Card Project
 - People sign cards at Walkway that we hand deliver to local retirement homes
- Christmas Photo Backdrop
- Greeter House
- New Light Sculpture
- Walkway of Lights Entrance Tunnel
- Walkway of Lights Exit Tunnel
- Donation Boxes

We love new ideas!

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

NAME OF EVENT: Walkway of lights

DATE(s) OF EVENT: Nov. 21, 2025 - Jan. 3, 2026

CONTACT PERSON: Katie Savage

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

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

PROJECTED ATTENDANCE: 42,000 - 44,000
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:

Social media, Newspaper, Magazine, email, 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: Aug. 18, 2025