

Sponsored Event: Kingsland AQUABOOM

Date: July 3-5, 2026

Suggested sponsor level: GOLD- \$2000

- Full Color ad in AquaBoom Event Book - Full page
- Logo in printed ads in newspapers, magazines and online ads, both locally and out- of-area advertising reaching across the state
- Sponsor recognition during major entertainment events
- Name displayed on 24"x18" corrugated plastic sign at major event site locations or name listed on Gold sponsor recognition signage (Vendor/Entertainment site, Street Dance, 2900 River Bridge)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events
- \$200 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Sponsor in AquaBoom Pageant program*
- Two (2) complimentary AquaBoom t shirts
- Complimentary promotional booth space at the Arts & Crafts Show

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: Kingsland AquaBoom

DATE(s) OF EVENT: July 3-5, 2026

CONTACT PERSON: Alan Barrington, President 512-422-9810 alan@hillcountrystays.com

MAILING ADDRESS (street, city, state, zip) PO Box 1624, Kingsland, Tx 78639

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Attached

PROJECTED ATTENDANCE: 6,000+
Please be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)
Sponsor level descriptions Attached along with applicable Budget items.

ADVERTISING/ MARKETING PLAN:
Attached

LIST OTHER SPONSORS PARTICIPATING:
Hill County & Local Business Sponsors

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: Alan Barrington

Title: President Date: 9/26/25

KINGSLAND AQUABOOM MARKETING TIMELINE 2026

We have many exciting things planned for our AquaBoom 2026! Our marketing plan is multi-faceted, including a variety of media, such as print, radio, online marketing campaigns, website and social media and we have included some marketing strategies that provide more concrete analytics.

- AquaBoom continues to improve its online content (text, graphics and video) and employ relevant SEO strategies for ad placement in all major browsers including Google, Yahoo, and Bing. We are also continuing our overhaul of our website to include information relevant to our visitors, such as places to stay, eat, shop, and other points of interest.
- Increased online marketing blasts through various media outlets targeting zip codes both inside and outside a 50-mile radius will redirect to our website and Facebook page. This allows us to capture analytics such as home location of the reader, and possibly the age range.
- The Kingsland AquaBoom Event book will be expanded this year to, a 75+ page glossy magazine-style publication, is a major facet of our marketing plan. It highlights AquaBoom 2026, including all event information and a complete schedule of events. It also includes advertising from local and area businesses and features a year-round Community Calendar of Events that showcases various events in the Kingsland/Lake LBJ area. Target publication date is Spring Break with distribution to major Texas points of entry, local area Chambers of Commerce in surrounding counties, as well as to Chambers of Commerce in other areas beyond 50 miles, such as Austin, Midland, San Antonio, Houston, Dallas, etc.
- Radio and Newspaper, media will begin Memorial Day weekend as well as: flyer and event brochure distribution.
- Event registration forms and information mail-outs will be in place by May 1, 2026 and all forms, registrations and information will be posted on the AquaBoom website to be regularly updated. The AquaBoom Facebook page will also support the event by keeping the public informed of upcoming events, schedules, changes, etc. on an ongoing basis.

Through the AquaBoom events, we continue to attract new and returning visitors to Burnet County in July which directly contributes to the support and development of businesses and the general local economy of Burnet County.

AquaBoom Expenditures Relative to HOT Grant 2026

ADVERTISING

PRINT AND DIGITAL

Highland Lakes Newspapers - Multimedia Package	\$	4,000
Wesner Media- Multimedia Package	\$	6,500
Victory Publishing - Multimedia Package	\$	7,500
Continued website development to include tourism promotional information (Places to stay, eat, shop, etc.)	\$	1,500
Kingsland AquaBoom Event Book- production and distribution	\$	13,000

RADIO/TELEVISION

KBEY	\$	2,500
STINGER/THE HOOK RADIO	\$	500

TOTAL ADVERTISING	\$	35,500
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ENTERTAINMENT

Street Dance - Band	\$	4,000
River Festivities - Band	\$	4,000
ASA Creative Services, LLC - Stage Rental	\$	1,400
G.W. Pyro - Fireworks (Matching)	\$	30,000
Carnival Games and Activities	\$	10,000

TOTAL ENTERTAINMENT	\$	49,400
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SUPPORTING LOGISTICS

Sanitary Restrooms	\$	4,300
Trash Service	\$	900

TOTAL LOGISTICS	\$	5,200
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TOTAL APPLICATION	\$	90,200
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AquaBoom Parks Development and Community Outreach Corporation
Board of Directors

Alan Barrington, President
2631 River Oaks Dr
Kingsland, TX 78639

Buddy Harlon, Vice-President
4401 RM 1431
Kingsland, TX 78639

Raylene Thompson, Treasurer
P.O Box 1624
Kingsland, TX 78639

Annette Lerose, Secretary
104 Rivers Edge Dr.
Kingsland, TX 78639

Tia Markham, Director
PO Box 1624
Kingsland, TX 78639

Paul Gosselin, Jr., Director
205 Forest Rd.
Kingsland, TX 78639

Tammy Manning, Director
1507 RM 1431
Kingsland, TX 78639

KINGSLAND AquaBoom Sponsorship Levels

PREMIUM SPONSOR LEVELS

PLATINUM BENEFACTOR

- 2 Full Color pages in AquaBoom Event Book - Premium Placement included
- Logo in printed ads in newspapers, magazines and online ads, both locally and out-of-area advertising reaching across the state
- Sponsor recognition during major entertainment events
- 3'x4' Logo Banner/Sign displayed at major event site locations
(Vendor/Entertainment site, Street Dance, 2900 River Bridge)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events
- \$500 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Benefactor Sponsor in AquaBoom Pageant program*
- Six (6) complimentary AquaBoom t shirts & additional exclusive merchandise
- Two (2) Complimentary promotional booth spaces at the Arts & Crafts Show

\$5,000.00+

PLATINUM

- Full Color ad in AquaBoom Event Book - Full page with Premium Placement
- Logo in printed ads in newspapers, magazines and online ads, both locally and out-of-area advertising reaching across the state
- Sponsor recognition during major entertainment events
- 3'x4' Logo Banner/Sign displayed at major event site locations or name listed on Silver sponsor recognition signage (Vendor/Entertainment site, Street Dance, 2900 River Bridge)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events
- \$300 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Sponsor in AquaBoom Pageant program*
- Four (4) complimentary AquaBoom t shirts
- Complimentary promotional booth space at the Arts & Crafts Show

\$3,000.00+

GOLD

- Full Color ad in AquaBoom Event Book - Full page
- Logo in printed ads in newspapers, magazines and online ads, both locally and out-of-area advertising reaching across the state

- Sponsor recognition during major entertainment events
- Name displayed on 24"x18" corrugated plastic sign at major event site locations or name listed on Gold sponsor recognition signage (*Vendor/Entertainment site, Street Dance, 2900 River Bridge*)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events
- \$200 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Sponsor in AquaBoom Pageant program*
- Two (2) complimentary AquaBoom t shirts
- Complimentary promotional booth space at the Arts & Crafts Show

\$2,000.00+

SILVER

- Full Color ad in AquaBoom Event Book - 1/2 page
- Logo in printed ads in newspapers, magazines and online ads, both locally and out-of-area advertising reaching across the state
- Sponsor recognition during major entertainment events
- Name displayed on 18"x12" corrugated plastic sign at major event site locations or name listed on Silver sponsor recognition signage (*Vendor/Entertainment site, Street Dance, 2900 River Bridge*)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events
- \$150 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Sponsor in AquaBoom Pageant program*
- One (1) complimentary AquaBoom t shirts

\$1,500.00+

BRONZE

- Full Color ad in AquaBoom Event Book - 1/4 page
- Logo in printed ads in newspapers, magazines and online ads, both locally and out-of-area advertising reaching across the state
- Sponsor recognition during major entertainment events
- Name listed on Bronze sponsor recognition signage (*Vendor/Entertainment site, Street Dance, 2900 River Bridge*)
- Logo and link on the AquaBoom webpage and mobile app directing traffic to your website
- VIP area passes (including parking)/VIP recognition at main AquaBoom events

- \$100 to Aqua Boom Scholarship Pageant Trust and listing as Platinum Sponsor in AquaBoom Pageant program*

\$1,000.00+

FIREWORK CONTRIBUTORS

- Name listed in recognition ads in local newspapers, magazines and on our website
- Sponsor recognition during Fireworks Show and other major entertainment events
- Listed with other Fireworks Contributors on signage at Firework Show and other major event sites

(Vendor/Entertainment site, Street Dance, 2900 River Bridge)

\$500.00+

**Scholarship donations made on behalf of cash sponsors only.*

OTHER SPONSORSHIPS AVAILABLE

EVENT SPONSORS

- Name listed in recognition ads in local newspapers, magazines and on our website
- Name displayed on 24"x18" corrugated plastic sign at your event site
- Sponsor recognition and logo in advertising for your event
- Sponsor recognition during your event

\$300.00

COMMUNITY MEMBER SPONSORS

- Name listed in recognition ads in local newspaper and on our website
- Listed with other Community Member Contributors on signage at Firework Show and other major event sites (Vendor/Entertainment site, Street Dance, 2900 River Bridge)

Red	\$200.00
White	\$150.00
Blue	\$ 100.00

**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) AquaBoom Parks Development and Community Outreach Corporation	
	2 Business name/disregarded entity name, if different from above. Kingsland AquaBoom	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☒ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☐ Other (see instructions)	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)	
3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐		
5 Address (number, street, and apt. or suite no.). See instructions. PO Box 1624		Requester's name and address (optional)
6 City, state, and ZIP code Kingsland, TX 78639		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-					
or								
Employer identification number								
8	2		-	3	8	8	1	7 7 0

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person

Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the *Partnership Instructions for Schedules K-2 and K-3* (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they