

Sponsored Event: Wakepoint Open

Date: July 31-August 1, 2026

Suggested sponsor level: \$2500 (GOLD)

4 VIP drink and food tickets for Friday and Saturday

4 Event bags

2nd billing on all social posts, digital boards, event shirt and banner

giveaway for VIP drink/food and event bags on BCT social media prior to event

Use of HOT funds under the following:

a) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

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: 2nd Annual Wakepoint Open - 2026

DATE(s) OF EVENT: July 31 - August 1, 2026

CONTACT PERSON: Richard Westlund

MAILING ADDRESS (street, city, state, zip) 222 Hannah's Way, Burnet TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Richard Westlund - President, Jody Bowers - Secretary, Brady Westlund - Director

PROJECTED ATTENDANCE: 700-1000

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Platinum Level - ~~\$10,000~~ (see attached)

ADVERTISING/ MARKETING PLAN:

Multi-tiered strategy across multiple platforms. See attached marketing strategy and brochure

LIST OTHER SPONSORS PARTICIPATING:

Last year's event attracted a wide variety of local and corporate level sponsors and we anticipate an increased interest from both this year. Please see attached the 2025 sponsor list as an example of the types of sponsors this event draws.

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: Richard S. Westlund

Print name: Richard Westlund

Title: President Date: December 29, 2025

PROMOTE LAKE LBJ

A 501(c)3 Not-For-Profit Corporation
222 Hannah's Way, Burnet TX 78611 210-213-7833

Dear Burnet County Tourism Department,

On behalf of *Promote Lake LBJ*, a 501(c)(3) nonprofit dedicated to elevating recreation, tourism, and economic vitality throughout the Highland Lakes, we are thrilled to submit this request for support of one of the region's most dynamic and fastest-growing events: the Wakepoint Open Wakeboarding Competition, scheduled for July 31–August 1, 2026.

This two-day international competition has become a marquee summer attraction in its first year, drawing professional and amateur wakeboarders, families, spectators, and sponsors from across the United States and around the world. The Wakepoint Open showcases the natural beauty of Lake LBJ while generating a measurable and meaningful economic impact for Burnet County.

Tourism & Lodging Impact

The 2025 Wakepoint Open brought in hundreds of competitors, support teams, and spectators who stayed in local hotels, short-term rentals, resorts, and lodges. Many extended their stay to enjoy the Highland Lakes, resulting in a significant increase in lodging revenue during a key tourism window. This event directly supports the purpose of the Burnet County Hotel Occupancy Tax by driving overnight visitation and expanding the county's tourism footprint.

Boost to Local Businesses

Beyond lodging, the event creates a surge of activity for restaurants, retailers, marinas, fuel providers, outfitters, and service businesses throughout Kingsland, Granite Shoals, Marble Falls, Horseshoe Bay, and surrounding communities. Vendors, volunteers, and attendees reported that the Wakepoint Open encouraged them to explore the area, dine locally, and return for future visits.

Global Exposure for Burnet County

Wakeboarding is a sport with a passionate worldwide following, and the Wakepoint Open receives extensive digital and social media coverage. With participants and sponsors representing multiple countries, the event provides Burnet County with global visibility that would be difficult to achieve through traditional marketing alone. This exposure strengthens the county's reputation as a premier destination for outdoor recreation, water sports, and family travel.

A Diverse and Growing Sponsorship Base

The Wakepoint Open attracts a unique blend of local businesses, regional partners, and major corporate sponsors. This mix not only elevates the event's professionalism and reach but also amplifies the marketing spotlight on Burnet County. The continued growth of sponsor participation demonstrates the event's credibility and long-term potential.

With great enthusiasm — and deep appreciation for the Tourism Department's commitment to supporting events that strengthen our local economy — *Promote Lake LBJ* respectfully requests consideration for a Platinum-Level Sponsorship of \$10,000 through the Burnet County Hotel Occupancy Tax sponsorship program.

Your support would directly enhance event infrastructure, safety, marketing, and visitor experience, ensuring that the Wakepoint Open continues to grow as a signature attraction that benefits the entire county.

Thank you for your time, your service, and your dedication to promoting tourism in Burnet County. We would be honored to partner with you in showcasing the beauty, energy, and hospitality of our community to visitors from around the world.

Warm regards,

Richard S. Westlund

Richard Westlund
President
Promote Lake LBJ

2026 Wakepoint Open Sponsorships

Presenting Sponsor (limited to 5 total)

Cost - \$10,000(cash or merch/service equivalent): includes “presenter” designation 8 vip drink and food tickets for Friday and Saturday dinner buffet, 8 event bags (hat, shirt and misc merch), presenter/top billing (largest font) on all socials, digital boards and event shirt and banner. Additional radio shout outs for all radio advertising.

Platinum

Cost - \$5,000 (cash or merch/service equivalent): includes 6 vip drink and food tickets for Friday and Saturday dinner buffet, 4 event bags (hat, shirt and misc merch), 2nd billing on all socials, digital boards and event shirt and banner. Additional radio shout outs for all radio advertising.

Gold

Cost - \$2,500(cash or merch/service equivalent): includes 4 vip drink and food tickets Friday and Saturday dinner buffet, 2 event bags (hat, shirt and misc merch), 3rd tier billing on all socials, digital boards and event shirt and banner

Silver

Cost - \$1,000(cash or merch/service equivalent): includes 2 vip drink and food ticket Friday and Saturday dinner buffet, 1 event bags (hat, shirt and misc merch), 4th tier billing on all socials, digital boards and event shirt and banner

Bronze

Cost - \$500 (cash or merch/service equivalent): 1 event bag (hat, shirt and misc merch), 5th tier billing on all socials, digital boards and event shirt and banner

*** VIP access includes the opportunity to “mingle with the pros” to include autographs, photographs etc.

Demographics

Participants

- Over 80 amateur participants from ages 8-56 from Lake LBJ, Austin, Dallas, West Texas, Dallas, Houston, Florida, California, Mid-West
- 27 professionals (top 17 professional wakeboarders in the world and 10 professional surfers) from the United States, Australia, Switzerland, Japan, France, Italy, England

Lodging in Llano County (conservative estimate as means to track year one of the event limited)

- 15 – Air bnb
- 10 rooms at Kingsland hotels
- 10 rooms at Horseshoe Bay resort (we anticipate these folks will lodge in Kingsland in 2026 as they were unaware of local accommodations available and prior event commitments at Natique Regatta held same weekend)

Spectators (based upon physical observation, sells data, and data reported by Sunrise Beach VFD)

- Approximately 40 boats at event site on Friday and Sunday with 200 spectators
- 75 boats at event site on Saturday with approximately 400+ spectators
- Entertainment Friday - approximately 350 spectators
- Entertainment Saturday - approximately 500 spectators
- Entertainment Sunday - approximately 250 spectators