

Sponsored Event: Spicewood Live

Date: 3/6/26, 4/11/26, 5/1/26

Suggested sponsor level: \$1000

Business promoted through Spicewood Arts electronic newsletters

Business promoted through Spicewood Arts Facebook page

Business logo on posters at all events

Business logo on Spicewood Arts website

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

Name of Event: *Spicewood Live!* Public Concert Series (Featuring Blue Water Highway, Asleep at the Wheel, and the Tony Campise Memorial Big Band)

Date(s) of Event: 3/6/26, 4/11/26, 5/1/26

Contact Person: Jody Karr (deepbluegrantconsulting@gmail.com, 512-983-9946)

Mailing Address:

Spicewood Arts
P.O. Box 533
Spicewood, TX 78669

Board Members of Event/Organization (if applicable):

- Karen Noecker, President
- Rey Ximenes, VP-Performing Arts
- Jody Karr, VP-Giving
- Lin Hastings, Secretary/Treasurer

Projected Attendance: 660

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

Sponsorship Level Proposal: (include list of benefits) \$1000

Sponsor Benefits at the \$1000 level (Advocate of the Arts) include:

- Your Business will receive promotion through Spicewood Arts' electronic newsletters. Up to 800 views for each mailing
- Your Business will receive promotion through Spicewood Arts' Facebook page, via the introduction of your company as a key sponsor of Spicewood Arts
- Your Business Logo will be displayed on posters at all events at these levels/sizes. Patron – 4" x 6". Sponsor – 4" x 4". Advocate – 3" x 4". Supporter – 2" x 4"
- Your Business Logo will be displayed on the Spicewood Arts website, including a link to your business website.

Advertising/Marketing Plan:

1. Digital & Social Media Advertising

Spicewood Arts will utilize **paid and organic social media advertising** across Facebook, Instagram, and YouTube, geo-targeted to users located **50–200+ miles from Burnet County**. Campaigns will target:

- Live music enthusiasts
- Americana, Western Swing, Texas roots, and Jazz music fans

- Arts and cultural travelers
- Wine tourism and destination event audiences
- Austin, San Antonio, and Hill Country lifestyle and entertainment publications – Texas Highways, 101 Things to Do in Highland Lakes

Paid ads will promote the performance as a **destination experience**, highlighting the nationally recognized band, the scenic Hill Country vineyard setting, and proximity to lodging, dining, and wineries.

2. Email & Direct Marketing

Spicewood Arts maintains an established **regional email list** that includes patrons and ticket buyers throughout Central and North Texas. Dedicated email campaigns will be sent to:

- Past ticket buyers from outside Burnet County
- Partner organization lists and arts networks
- Tourism and music-interest databases

These campaigns will emphasize travel planning, encourage overnight stays, and include links to Burnet County lodging and visitor information.

3. Partner & Tourism Promotion

Spicewood Arts will collaborate with:

- Spicewood Vineyards
- Lodging properties and destination marketers – La Quinta; Holiday Inn (Marble Falls); Sonesta (Bee Caves, Tx)
- Music performers' marketing services - focused on their resources from other geographies where they have performed over the past year.

Partners will amplify marketing through their own channels, including social media, websites, and visitor newsletters, further extending reach outside the county.

4. Print & Radio Advertising

Our marketing outreach will include the Highland Lakes (Burnet and Llano County) area through:

- Radio interviews/ticket giveaways on KBEY-FM

- Featured stories in the local columns, such as Terri Schexnayder's "The Highlander" column.
- Distribution of fliers throughout the local Chamber offices, libraries and arts venues will also increase visibility for this important public concert which helps our organization raise funds for our Spicewood Arts Scholars program.

Outcome & Tourism Impact

This multi-layered marketing approach ensures broad exposure across **multiple acceptable advertising channels** and is specifically designed to draw visitors from outside Burnet County. By promoting the event as a **destination performance**, the campaign supports increased visitation, overnight stays, dining, winery visits, and overall economic impact for Burnet County.

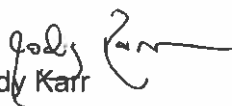
List Other Sponsors Participating:

- Texas Commission on the Arts
- Spicewood Vineyards
- Opie's BBQ
- Lake Friends Realty
- Austin Area Car Club

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: Jody Karr



Title: Board VP-Giving

Date: 2/3/26