

Sponsored Event: Cottonwood Shores Fresh Air Fridays/ Coffee & Cars

Date: multiple dates beginning 2/6/26

Suggested sponsor level: \$1500

- Logo included on all marketing and promotions
- Recognition at all events
- Option to distribute fliers at all events
- Media coverage including radio, print, social, etc.

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

Must be submitted no later than sixty (60) days prior to event

EVENT MUST BE OPEN TO THE PUBLIC

CURRENT DATE: **1/26/2026**

NAME OF EVENT: **FRESH AIR FRIDAYS (WEEKLY)
& CARS & COFFEE (3RD SATURDAYS MONTHLY)**

NAME OF ORGANIZATION:
FRESH AIR PARK / MAIN EVENT COMPANY

MAILING ADDRESS (include street, city, state, zip)

**FRESH AIR PARK
4350 COTTONWOOD DRIVE
COTTONWOOD SHORES, TX**

CONTACT PERSON:

JAY BROWN

LIST NAMES OF BOARD (if applicable):

N/A

DATES OF EVENT:

STARTING IN FEBRUARY 2026
• **WEEKLY FRIDAY COMMUNITY EVENT**
• **MONTHLY CARS & COFFEE**
• **MORE EVENTS COMING**

PROJECTED ATTENDANCE:

UNKNOWN, EST. FEW THOUSAND EACH MONTH

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

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

COMMUNITY SPONSOR LEVEL
\$1,500 TO SUPPORT THE LAUNCH & ADVERTISING FOR A COUPLE OF MONTHS

INCLUDES:

LOGO INCLUDED IN ALL MARKETING & PROMOTION
RECOGNITION AT ALL EVENTS
OPTION TO DISTRIBUTE ANY COUNTY INFO/FLYERS AT ALL EVENTS

WHAT IS YOUR ADVERTISING PLAN:

**OUR ADVERTISING WILL FOCUS ON ATTRACTING LOCAL FAMILIES
& YOUNGER AUDIENCES LOOKING FOR ANOTHER SAFE OPTION TO DO
IN THE AREA. ANOTHER TARGET WILL BE PULLING TOURISTS AND
VISITORS OUT OF HORSESHOE BAY AND INTO BURNET COUNTY.**

ADVERTISING WILL INCLUDE:

SOCIAL MEDIA

FLYERS, POSTERS, RACK CARDS

LOCAL RADIO & PRINT ADS

DIGITAL ADVERTISING

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

LESTOURGEON SEAFOOD

ROUND MOUNTAIN CIDER MILL

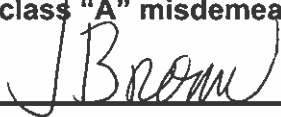
THE WAVE BAR & GRILL

MORE LOCAL BUSINESSES EXPECTED

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: **JAY BROWN**

Title: **EVENT ORGANIZER**

Date: **1/26/2026**

****Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could result in no future funding****

★ **shopping • live music • food • drinks** ★

Family Friendly - Free Parking - Free Admission



**fresh air
fridays**

STARTS FEB 6

★ ★
4PM
TO
8PM

**MARKET VENDORS
LIVE MUSIC
FOOD & DRINKS
KIDS PLAYGROUND
PET ADOPTIONS
ONSITE BAR W/ TVS
CORNHOLE**

*4 Pickleball
Courts w/ Lights*

Vendor Space Available



DOG FRIENDLY



**4350 Cottonwood Drive
Cottonwood Shores, TX**

