

Sponsored Event: Marble Falls/ Highland Lakes rea Chamber Mayfest

Date: April 30- May3, 2026

Suggested sponsor level: Premier (\$750)

- Logo on all promo and publicity, including print ads, press releases, flyers, posters
- Logo on event website
- Link to website on event website and email blasts
- On-Air mentions on radio
- Business mention on facebook page
- 5 Carnival Wristbands (Giveaway done on Burnet County Tourism social medias)

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: Mayfest
DATE(s) OF EVENT: April 30 - May 3, 2026
CONTACT PERSON: Katie Savage
MAILING ADDRESS (street, city, state, zip) 916 2nd Street. Marble Falls, TX
78654

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

PROJECTED ATTENDANCE: _____
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:

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: _____

Print name: _____

Title: Director of Special Events Date: Jan 15, 2026

April 30-May 3, 2026

Mayfest

Mayfest draws an average attendance of more than 7,000 people from around the local area. This four day event includes a carnival, live music, adult beverages, local food, market vendors and recreational activities.

PRESENTING

\$2,500 Investment

Non Chamber Members \$3,000

1 Available

- Prominent company logo (full size) on all promotions and publicity, including print ads, press releases, flyers, and posters
- Company poster/sign displayed as "Mayfest is brought to you by..." in the beverage/token booth area
- Company logo (full size) on home page of event website
- Hyperlink on event website and in email blasts
- On-Air Mentions on all radio interviews
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (18k + followers)
- Announcer mentions your company on main stage
- 10 Carnival Wristbands

PREMIER

\$750 Investment

Non Chamber Members \$825

- Proportionate company logo (1/2 size) on all promotions and publicity including print ads, press releases, flyers, and posters
- Company logo (1/2 size) on. home page of event website
- Hyperlink on event website and in email blasts
- On-Air Mentions on all radio interviews
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (18k + followers)
- 5 Carnival Wristbands

SPOTLIGHT

\$500 Investment

Non Chamber Members \$550

- Proportionate company logo(1/4 size) on all promotions and publicity, including print ads, press releases, flyers and posters
- Company logo on (1/4 size) on home page of event website
- Complimentary vendor booth (only space is provided)
- Business mention on Facebook page (18k + followers)
- 2 Carnival Wristbands

CONTRIBUTING

\$250 Investment

Non Chamber Members \$275

- Company logo (1/8 size) on home page of event website
- Business mention on Facebook page (18k + followers)

April 30-May 3, 2026

Mayfest

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
- DJ
- Token Booth
- Adult Beverage Tent
- Cornhole/Washer Tournament
- Restrooms/Port-A-Potties
- Radio
- Newspaper/Magazine
- Inflatable Slide
- Face Painting
- Photo Backdrop
- Photo Backdrop Camera Rental
- ICE Truck
- Hand Fans
- Volunteer Waters
- Prizes for a contest

We love new ideas!