

**Sponsored Event: Bluebonnet Festival**

**Date:** April 9-12, 2026

**Suggested sponsor level:** \$5000

- logo featured on website
- social media spotlight
- logo on sponsor shirts and swag bags (receive 8 shirts)
- featured on event brochure
- featured in event emails
- concert tickets & carnival wristbands (receive 6)
- logo on site and on maps
- logo on stage banner
- sponsor yard sign
- social spotlight/ custom video
- on stage shout outs
  - GIVEAWAY will be done via social media for shirts, concert tickets, wristbands

**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: Burnet Bluebonnet Festival

DATE(s) OF EVENT: April 9, 10, 11, 12, 2026

CONTACT PERSON: Teryl McFerrin

MAILING ADDRESS (street, city, state, zip) 101 N. Pierce St. Ste 1, Burnet, TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

See attached Board Member list.

PROJECTED ATTENDANCE: 45,000

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

\$5,000 - benefit list attached.

ADVERTISING/ MARKETING PLAN:

Marketing & outreach included in benefit list.

LIST OTHER SPONSORS PARTICIPATING:

TBD 2026 sponsors are being actively solicited - committed sponsors include: City of Burnet, Acension Seton, Cecil Atkinson, Chevy Buick Marble Falls, Bobcat of Marble Falls, HEB, McDonalds, etc.

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: Teryl McFerrin

Title: Executive Director, Burnet Chamber of Commerce Date: Jan. 23, 2026



# *Burnet Bluebonnet Festival*

APRIL 10-12, 2026

BLUEBONNET CAPITAL *of Texas*

## **2026 Committee**

Damon Beierle  
Gina Glaeser  
Mischelle Griffin  
Jessica Haile  
Rachel Hausman  
Tony Hefferin  
Hunter Holmes  
Brian Lee  
Blair Manning  
Keith McBurnett  
Thad Mercer  
Grant Murray  
Tori Noah  
Sarah Ray  
Leslie Ray  
Sherri Wisener  
**Chamber Staff**  
Tyana Abee  
Kristi Buck  
Teryl McFerrin

The Burnet Bluebonnet Festival is just around the corner - **April 10-12, 2026!** 2026 is going to be bigger, brighter, and more fun than ever. This beloved hometown celebration has been growing over the last 43 years but remains rooted in our history and small-town pride, and it truly has something for everyone - from live music and family activities to shopping, food, and those iconic Burnet bluebonnets.

We would be honored to have your business join us as a sponsor this year. When your business aligns with the Burnet Chamber and the Bluebonnet Festival, your marketing dollars go further, reaching locals and visitors alike in a setting that celebrates everything that makes Burnet special. **Your support doesn't just help make the festival possible; it directly fuels the spirit, connection, and economic vitality of our community.**

With new features, fresh experiences, and exciting improvements planned, this is a wonderful year to be part of the fun. Your business alignment with the Burnet Chamber of Commerce is essential and greatly appreciated. On behalf of our entire community, **Thank You** for your continued commitment to Burnet, we truly couldn't do this without you.

*Burnet Bluebonnet Festival  
Planning Committee & Staff*

## Sponsor Levels

|                                          | Bluebonnet<br>\$5,000 | True Blue<br>\$2,500 | Lone Star<br>\$1,000 | Wildflower<br>\$500 | Shades<br>\$250 |
|------------------------------------------|-----------------------|----------------------|----------------------|---------------------|-----------------|
| Featured on Website                      | LOGO                  | LOGO                 | NAME                 | NAME                | NAME            |
| Social Spotlight:<br>Group Post          | YES                   | YES                  | YES                  | YES                 | YES             |
| Featured on Shirt<br>& in Swag Bags      | LOGO                  | LOGO                 | NAME                 | NAME                | NAME            |
| Festival Shirts<br>& Swag Bags           | 8                     | 6                    | 4                    | 2                   | 1               |
| Featured on<br>Event Brochure            | LOGO                  | LOGO                 | NAME                 | NAME                | NAME            |
| Featured in<br>Festival Email            | LOGO                  | LOGO                 | NAME                 | NAME                | NAME            |
| Concert Tickets &<br>Carnival Wristbands | 6                     | 4                    | 2                    |                     |                 |
| Feat. on On-Site<br>Signage & Map        | LOGO                  | LOGO                 | NAME                 |                     |                 |
| Featured on<br>Stage Banner              | LOGO                  | LOGO                 | NAME                 |                     |                 |
| Social Spotlight:<br>Individual Post     | YES                   | YES                  |                      |                     |                 |
| Proud Sponsor<br>Yard Sign               | YES                   | YES                  |                      |                     |                 |
| Bluebonnet<br>Festival Booth             | YES                   | 50% OFF              |                      |                     |                 |
| Social Spotlight:<br>Custom Video        | YES                   |                      |                      |                     |                 |
| On-Stage Shout<br>Out all Weekend        | YES                   |                      |                      |                     |                 |

## Additional Sponsorship Opportunities



Become a  
Sponsor



*Burnet Bluebonnet Festival*

bluebonnetfestival.org

info@burnetchamber.org

(512) 756-4297