

Sponsored Event: Bertram Art, Herb and Wine Festival

Date: April 25-26, 2026

Suggested sponsor level: Gold Sponsor (\$1500)

Name and logo on 2x4 stage banner

Name recognition on festival brochure

Name on Director Festival t-shirts

2 Free Beer mugs + 2 total refills

Website Sponsor listing

Social Media Mentions

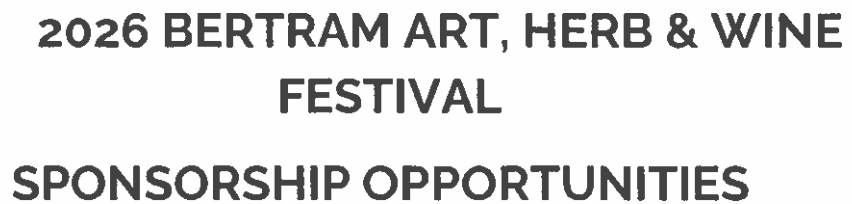
Burnet County Tourism announced during Festival

Radio Mentions

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.



- Includes name and logo on 2x6 Individual banners "The 2026 Art, Herb & Wine Festival is presented by the Bertram Chamber of Commerce & _____" on stage and at Chamber beer booth
- Includes name recognition in Festival brochure
- Includes name on Director t-shirts
- Includes logo on website event page with hyperlink
- Includes social media mentions with hyperlink
- Includes business announced during festival
- Includes event sponsor booth
- Includes radio mentions
- Includes hyperlink in all newsletters and email blasts
- Includes 2 Free Beer tumblers and 4 total refills

- Includes name and logo on 2x4 Individual stage banner
- Includes name recognition in Festival brochure
- Includes name on Director t-shirts
- Includes logo on website event page with hyperlink
- Includes social media mentions
- Includes business announced during festival
- Includes event sponsor booth
- Includes radio mentions
- Includes hyperlink in all newsletters and email blasts
- Includes 2 free beer tumblers and 2 total refills

Art, Herb & Wine Silver Sponsor

\$1000.00

- Includes name and logo on 2x2 individual stage banner
- Includes name in Festival brochure
- Includes logo on website event page with hyperlink
- Includes social media mentions
- Includes radio mentions
- Includes hyperlink in all newsletters and email blasts
- Includes business announced during festival
- Includes 1 free beer tumbler and 1 total refill

Art, Herb & Wine Bronze Sponsor

\$500.00

- Includes logo on website event page with hyperlink
- Includes social media mentions
- Includes business logo on stage banner

Art, Herb & Wine Festival Friend Sponsor

\$250.0

- Includes name on stage banner
- Includes social media mentions

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Bertram Art, Herb & Wine Festival

DATE(s) OF EVENT: April 25-26, 2026

CONTACT PERSON: Betty Fredmore

MAILING ADDRESS (street, city, state, zip) 170 N. Gabriel Bertram, TX 78005

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Lori Ringstaff - Pres. Katy Duke - Treas.
Damon Bierle - Vice-Pres.

PROJECTED ATTENDANCE: 2500

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Please see attached sponsor package description

ADVERTISING/ MARKETING PLAN:

Radio ads, print magazine, newspaper, social media, event banners

LIST OTHER SPONSORS PARTICIPATING:

City of Bertram, Bertram Chamber, J-Bar Enterprises, ACDI

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: Betty Fredmore

Print name: Betty Fredmore

Title: Executive Director Date: 2/6/2026

Bertram Chamber of Commerce