Sponsored Event: Bertram Country Christmas

Date: December 5th 930-4PM

Suggested sponsor level: Rudolph $1000

* Name/ Logo on individual banner

* Name on event poster

* Name on festival t-shirt

* Logo on website with hyperlink

* Social Media and Radio mentions

* Mentions in all newsletters

* Announcements at festival

*2 free beer tickets (giveaway)

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: Bertram Country Christmas Festival

DATE(s) OF EVENT: Saturday, December 5th

CONTACT PERSON: Betty Predmore

MAILING ADDRESS (street, city, state, zip) PO Box 508, Bertram, TX 78605

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Lori Ringstaff, President
Damon Beierle, Vice-President
Katy Duke, Secretary/Treasurer
Betty Predmore, Executive Director

PROJECTED ATTENDANCE/ PREVIOUS ATTENDANCE NUMBERS: 1500-2000

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Santa's Workshop Sponsor: Name on 2x4 banner, Name on event poster, Website sponsor listing with hyperlink, Social media and radio mentions, One free vendor spot, Business announced during festival, Name on director t-shirts, Mention in newsletters, 4 free beer tickets.

ADVERTISING/ MARKETING PLAN:

Print ads in newspapers and magazines, radio slots on two stations, posters, banners, Google ads and social media

LIST OTHER SPONSORS PARTICIPATING:

The Standard on Vaughan, Bullock, Bennett & Associates, Texas Exits Winery, Little Texans, GEC Real Estate

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 Predmore

Print name: Betty Predmore

Title: Executive Director Date: 10/9/2026

SPONSORSHIP OPPORTUNITIES

BE A PART OF A TRADITION THAT BRINGS OUR COMMUNITY TOGETHER!

Your sponsorship helps make the Bertram Country Christmas Festival a magical experience for hundreds of families while promoting your business to our community and beyond!

EXCLUSIVE
PRESENTED BY SPONSOR
★
$2,500

- Name & logo on 2x6 individual banner as Presenting Sponsor
- Prominent name placement on event poster
- Sponsorship announcement/recognition from stage during event
- Prominent social media recognition with hyperlinks
- Prominent recognition on director t-shirts & website event link
- Prominent recognition on radio and in print ads
- One free event sponsor booth
- Mention in all newsletters
- 5 free beer tickets

2x6 INDIVIDUAL BANNER (1 AVAILABLE)

SANTA'S WORKSHOP SPONSOR
★
$1,500

- Name on 2x4 individual banner
- Name on event poster
- Website sponsor listing with hyperlink
- Social media and radio mentions
- One free vendor spot
- Business announced during festival
- Name on director t-shirts
- Mention in all newsletters
- 4 free beer tickets

2x4 INDIVIDUAL BANNER (4 AVAILABLE)

RUDOLPHP SPONSOR
★
$1,000

- Name/logo on 2x2 individual banner
- Name on event poster
- Name on festival t-shirt
- Logo on website with hyperlink
- Social media and radio mentions
- Mentions in all newsletters
- Business announced during festival
- One free event sponsor booth
- 2 free beer tickets

2x3 INDIVIDUAL BANNER (UNLIMITED)

I LOVE A PARADE SPONSOR


$500 (1 AVAILABLE)

- 2X2 BANNER
- SOCIAL MEDIA MENTIONS
- SPONSORSHIP RECOGNITION FROM STAGE
- NAME OF FESTIVAL T-SHIRT
- LOGO ON WEBSITE

THE SOUNDS OF CHRISTMAS SPONSOR


$500 (4 AVAILABLE)

- 2X2 BANNER
- SOCIAL MEDIA MENTIONS
- SPONSORSHIP RECOGNITION FROM STAGE
- NAME OF FESTIVAL T-SHIRT
- LOGO ON WEBSITE

CHRISTMAS IS FOR KIDS SPONSOR


$500 (3 AVAILABLE)

- 2X2 BANNER
- SOCIAL MEDIA MENTIONS
- SPONSORSHIP RECOGNITION FROM STAGE
- NAME OF FESTIVAL T-SHIRT
- LOGO ON WEBSITE

RUN, RUN RUDOLPH SPONSOR


$500 (2 AVAILABLE)

- 2X2 BANNER
- SOCIAL MEDIA MENTIONS
- SPONSORSHIP RECOGNITION FROM STAGE
- NAME OF FESTIVAL T-SHIRT
- LOGO ON WEBSITE

SANTA'S ELVES SPONSOR


$300 UNLIMITED

- BUSINESS NAME INCLUDED ON a 2X2 STAGE BANNER
- SOCIAL MEDIA MENTIONS
- NAME OF FESTIVAL T-SHIRT

HELP US FUND:

