Sponsored Event: Burnet Chamber Christmas on the Square

Date: December 12th 11-9PM

Suggested sponsor level: Presenting $1500

*Name on all bike tags

*Feature on Chamber website

*Feature in e-blast thank you

*Feature in social media

*Feature on stage banner

*Feature in newspaper thank you

*Verbal thank you from announcer

*Exclusive presenting banners

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: Christmas on the Burnet Square

DATE(s) OF EVENT: Saturday, December 12, 2026 - 11AM- 9PM. Vendors begin set up at 5:00am.

CONTACT PERSON: Teryl McFerrin

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

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Board member list attached.

PROJECTED ATTENDANCE/ PREVIOUS ATTENDANCE NUMBERS: 2025 - 10,000+ 2026 projected - 12,000+

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Presenting Sponsor: $1,500 - primary sponsor of Kid Zone, providing free family-friendly activities. Sponsor list attached.

ADVERTISING/ MARKETING PLAN:

Name listed on 80+ free bikes, featured on Chamber website, featured in e-blast thank you, featured on social media thank you, featured on-stage banner, featured in newspaper thank you, verbal thank you from stage announcers, exclusive presenting sponsor banner

LIST OTHER SPONSORS PARTICIPATING:

2025 Sponsors: City of Burnet, Circle S, T5T, Silverado Homes, Chevy Marble Falls, Mama's Home Cooking, Integrative Health Solutions, Ascension Seton, Chapman Wrecker, Spider Mountain, Floral Designs by Randi, Chicken Express, Bill's Burgers, Wedding Oak, NextWaste, Clarkson & Company, Burnet Antique Mall, Trailblazer, 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: Teryl McFerrin

Print name: Teryl McFerrin

Title: Executive Director Date: 10/13/26

Burnet
CHAMBER OF COMMERCE

CHRISTMAS ON THE SQUARE

One of Burnet's largest community traditions, Christmas on the Square brings the community downtown for a full day of holiday festivities, giving local businesses a chance to be seen right in the middle of it all.

SPONSORSHIP OPPORTUNITIES	Presenting $1,500	Santa's Sleigh $1,000	Rudolph $500	North Pole $300	Candy Cane $150
Name listed on all 80+ bike tags	✓	✓	✓	✓	✓
Featured on Chamber website	**Logo**	**Logo**	**Logo**	**Name**	**Name**
Featured in e-blast thank you	**Logo**	**Logo**	**Logo**	**Text**	**Text**
Featured in social media thank you	**Stand-alone post**	**Logo**	**Logo**	**Text**	**Text**
Featured on stage banner	**Logo**	**Logo**	**Text**	**Text**	**Text**
Featured in newspaper thank you	**Logo**	**Logo**	**Text**	**Text**	—
Verbal thank you from stage announcers	✓	✓	—	—	—
Exclusive presenting banner	✓	—	—	—	—

HOW TO SPONSOR

1. Choose your level and reply to the Chamber office with your business name as it should appear.
2. Send a high-resolution logo (PNG or vector) so we can place it on print and stage materials.
3. We'll invoice you and confirm placement.

SPONSORSHIP COMMITMENTS DUE:

November 20, 2026

Questions? Call the Chamber office, we're happy to help you pick a level.

101 N. Pierce Street Ste 1
Burnet, TX 78611
512-756-4297

BURNETCHAMBER.ORG