

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT:

Oatmeal Festival

DATE(s) OF EVENT:

Saturday, September 26, 2024

CONTACT PERSON:

Betty Predmore

MAILING ADDRESS (street, city, state, zip)

148 Hunter Loop, Bertram, Tx 78005

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

John Baladez

April Baladez

Ted Reynolds

Betty Predmore

PROJECTED ATTENDANCE:

2,000 - 2,500

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Stage Sponsor \$1,500- Prominent recognition w/ stage banner, in radio & print ads, t-shirts & cups. Prominent recognition on social media, announcement from stage

ADVERTISING/ MARKETING PLAN:

Print ads, social media, radio, marketing items, brochure

LIST OTHER SPONSORS PARTICIPATING:

Standard on Vaughn, Hwy 29 Vet, Ascension Seton, Atmos Energy, PEC

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:

Director

Date:

7/24/2024

Sponsored Event: 2026 Oatmeal Festival

Date: September 26th 8AM – 10PM (+other community events throughout September)

Suggested sponsor level: \$1500 (Stage Sponsor)

Display on main stage

Recognition as stage sponsor in radio and print ads

Logo on all Oatmeal Festival fliers

Logo on Oatmeal Festival t-shirts

Logo on Oatmeal Festival cups

Logo on Oatmeal Festival social media

Announcement on stage during Festival

4 VIP wristbands to street dance (giveaway)

4 passes for BBQ lunch (giveaway)

4 Oatmeal Festival T-shirts (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.

2026 Oatmeal Festival Association Sponsorship Letter



"Endeavoring to ensure scholarship opportunities and supporting programs to enhance our community".

Dear Festival Supporter,

Bring your Sugar and come out to the 49th annual Oatmeal Festival, hosted by the Oatmeal Festival Association. This year's festival will be held on Saturday, September 26, 2026 in Historic Downtown Bertram, Texas. We hope that you will be able to take part in one or more of the many exciting events that we are offering this year and experience firsthand the pride we take in supporting our community, the youth, and area businesses.

Our mission is, "Endeavoring to ensure scholarship opportunities and supporting programs to enhance our community." To meet our mission and provide services in our community, we rely on the generosity of individuals and businesses for support. This year, through our sponsorship program, we allocated \$11,500 to our scholarship account and helped fund eight scholarships to this year's graduating senior class. Our goal this year is to continue this endeavor and we hope to raise \$15,000 through our sponsorship program.

We continue to embrace and take great pride in our unique identity as one of the wackiest, most imaginative, small-town festivals anywhere in the nation. This one-day festival will feature a Grand Parade, Oatmeal bake off, 3.3K 'Run for Your Oats' Fun Run, zany 'World Championship' games, kids fun zone, entertainment and musical performances by local acts, and a true Texas street dance in downtown Bertram.

The Oatmeal Festival Association is a Texas non-profit organization. We hope that you are interested in joining our effort to continue the tradition that is the legendary Oatmeal Festival, and promote the talents of area artists and musicians, showcase local businesses, provide a venue for creative inspiration of future generations, and of course, raise money for the community!

Thank you for your kind consideration and support of this worthy event. We hope that you will take this opportunity to become an Oatmeal Festival supporter. Please feel free to contact us with any questions you may have about sponsorship opportunities with the Oatmeal Festival.

Sincerely,

Oatmeal Festival Board of Director
Sponsorship Chairs:

Anastasia Vance
512-876-5358

April Baladez
830-613-5434

Betty Predmore
760-791-4794

Sponsorship

Main Oatmeal Festival Sponsor (1): \$4,000

- "Oatmeal Festival brought to you by _____"
- Main Logo displayed across the top of the stage
- Prominent recognition on radio and print ads
- Prominent logo recognition on Oatmeal Festival Fliers
- Prominent logo recognition on Oatmeal Festival T-Shirts
- Prominent recognition on Oatmeal Festival Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- {1} Vendor spot
- Sponsorship appreciation package of {6} VIP Wrist Bands to the Dance, {6} passes for lunch, {6} T-Shirts

★ Stage Sponsor (Up to 8): \$1,500

- Main Stage Sponsorship is one of {6} Sponsors that will be predominately displayed on the main stage
- Prominent recognition as stage sponsor in radio and print ads
- Prominent logo recognition on Oatmeal Festival Fliers
- Prominent logo recognition on Oatmeal Festival T-Shirts
- Recognition on Oatmeal Festival Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- {1} Vendor spot
- Sponsorship appreciation package of {4} VIP Wrist Bands to the Dance, {4} passes for lunch and {4} T-Shirts

Premium Sponsor (Unlimited): \$1,000

- Banner placement around stage for event

Oatmeal Festival Bowl of Directors
PO Box 70
Bertram Tx 78605

- Logo recognition on Oatmeal Festival Flier
- Logo recognition on T-Shirts
- Recognition on Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- {1} Vendor spot
- Sponsorship appreciation package of {2} VIP Wrist Bands to the Dance, {2} passes for lunch and {2} T-Shirts

Title Sponsors:

Washer Tournament {Up to 2}: \$500

- Sponsor of the Washer Tournament "Washer Tournament brought to you by _____"
- Banner Displayed at Washer Pits
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Kids Zone {Up to 4}: \$500

- Sponsor of the Kids Zone "Kids Zone brought to you by _____"
- Banner Displayed at Entrance of Kid Zone
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Bake-Off Sponsor {1 Sponsor}: \$500

- Sponsor of the Bake-Off "Bake-Off brought to you by _____"
- Banner Displayed at Bake-off location
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites

Oatmeal Festival Bowl of Directors
PO Box 70
Bertram Tx 78605

- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Oatmeal Festival Car Show (Up to 4): \$500

- Sponsor of the Car Show "Oatmeal Car Show brought to you by____"
- Banner Displayed in the area of the Car Show
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup
-

Run for your oats (Up to 4): \$500

- Sponsor of the Oatmeal Festival 5K "Oatmeal Festival 5K brought to you by_____"
- Banner Displayed at Starting Line
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Friends Sponsor (Unlimited): \$300

- Logo recognition on The Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup
- Logo Recognition on Oatmeal Festival Social Media Sites

Sponsorship Form

CONTACT INFORMATION:

Name:

Blair Manning

Company/Business Name:

Burnet County Tourism

Mailing Address:

220 S. Pierce Street

City: Burnet State: TX Zip: 78611

Phone: 737-251-3021

Email: bmanning@burnetcountytexas.org

Shirt Size(s) if Main, Stage or Premium Sponsor: Small, 2 med, large

Vendor Exhibit Space if Main, Stage or Premium Sponsor:

YES _____ NO X

Logo Use:

All sponsors are requested to provide a large high-resolution logo (preferably JPEG, PNG, PDF) or representative mark/text for use in Oatmeal Festival promotional materials. If such a mark is not provided, an approximation will be used. If an acceptable image is not provided by the sponsor, the Oatmeal Festival Association and its agents are not responsible for any representation used in promotional materials.

Please make checks payable to the Oatmeal Festival Association

Return by July 24, 2025 to:

Oatmealfestivalsponsors@gmail.com

or

Oatmeal Festival Association

PO Box 70 Bertram, Texas 78605

Email logos to

Oatmealfestivalsponsors@gmail.com

www.oatmealfestival.org