

TO: COMMISSIONERS COURT

FROM: TOURISM OFFICE

RE: SPONSORSHIP APPLICATION APPROVAL FOR BURNET CONCERT SERIES

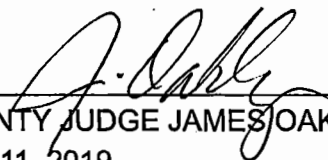
The Burnet Economic Development Corporation has submitted an application for Tourism Sponsorship Funds for the Burnet Concert Series under the guidelines for Burnet County Tourism Event Sponsorship. The three dates of concerts are June 15, David Lee Garza; August 3, Kevin Fowler; and October 12, Octoberfest featuring Stoney LaRue.

Their application request meets all the requirements for sponsorship. They have advised that the concert series is a public, two day event, with a large attendance. The advertising will be in acceptable sources that will include the Burnet County Tourism name, logo, and link being advertised on radio, Facebook, billboards, posters and flyers, and, additionally, the logo and website will be on display on a banner at the events. Advertising will be at least 50 miles outside Burnet County. The sponsorship level also includes incentives that include concert meet and greet tickets and General Admission tickets.

The Tourism Committee has agreed that an acceptable level of participation would be **\$3,750 that includes all three concerts (\$1250.00 each)**, and recommends that level to the Commissioners Court for approval.

Economic Development Corporation contact:
David Vaughn
Burnet Economic Development Corporation
Post Office Box 1369
Burnet, TX 78611
512-756-6093, Ext. 3208

APPROVED:



COUNTY JUDGE JAMES OAKLEY
June 11, 2019

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

Must be submitted no later than sixty (60) days prior to event

EVENT MUST BE OPEN TO THE PUBLIC

DATE: 5/21/19

NAME OF EVENT: Burnet Concert Series

NAME OF ORGANIZATION: Burnet Economic Development Corp.

MAILING ADDRESS (include street, city, state, zip)

P.O. Box 1369 Burnet, TX 78611

CONTACT PERSON: David Vaughn 512-756-6093

LIST NAMES OF BOARD OF DIRECTORS:

EXT. #3208

Cary Johnson, Wayne Brown, Crista Bronley

Cody Henson, Mark Lewis, Danny Lester, David Vaughn

DATES OF EVENT (must be at least two days in length):

6/15/19 8/3/19 10/12/19

PROJECTED ATTENDANCE: 2,000 each 6/15: 8/3 5,000 10/12

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

Sponsorship in the event must include advertising in a combination of the following examples of acceptable marketing: social media, direct mail, newspapers, magazines, radio, television, etc to attract overnight visitors by means of media sources that target audiences at least fifty (50) miles outside of Burnet County. All advertising must be executed in advance of the event.

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

See Attached.

\$1250.00 Recommended.

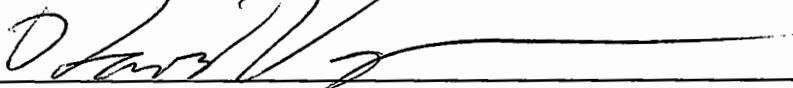
WHAT IS YOUR ADVERTISING PLAN: (all advertising with Burnet County funds must be at least fifty (50) miles outside Burnet County, TX)

Radio, Facebook, billboard, Posters, Flyers

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION::

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: David Vaughn

Title:  city manager

Date: 5/21/19

Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could result in no future funding.

2019 Sponsorship Packages

Burnet Concert Series

\$2,500.00 per Show (3 Shows)

- *Presenting Sponsor Recognition *Logo on Stage Banner *Social Media Coverage *Stage Announcements *Radio Mentions
- *8 VIP Meet & Greet Tickets and 10 General Admission Tickets per show.

\$1,250.00 per Show (3 Shows)

- *Logo on Stage Banner *Social Media Coverage *Stage Announcements
- *4 VIP Meet & Greet Tickets and 8 General Admission Tickets per Show

\$650.00 Per Show (3 Shows)

- *Stage Front Banner *Social Media Coverage *Stage Announcements
- *2 VIP Meet & Greet Tickets and 4 General Admission Tickets per show

June 15- David Lee Garza

August 3 – Kevin Fowler

October 12 – Octoberfest featuring Stoney LaRue

Please make Checks Payable to: Burnet Economic Development Corp.

