

TO: COMMISSIONERS COURT

FROM: TOURISM OFFICE

RE: SPONSORSHIP APPLICATION APPROVAL FOR MARBLE FALLS RODEO
ASSOCIATION

The Marble Falls Rodeo Association has submitted an application for Burnet County Tourism Sponsorship Funds for the Marble Falls Rodeo under the guidelines for Tourism Event Sponsorship. The dates of the rodeo are July 19 and 20, 2019.

Their application request meets all the requirements for sponsorship. They have advised that the rodeo 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 the radio, social media, posters and flyers, and, additionally, the logo and website will be on display on a banner at the event. Advertising will be at least 50 miles outside Burnet County. The sponsorship level also includes incentives that include event tickets.

The Tourism Committee has agreed that an acceptable level of participation would be **Gold Sponsorship at \$750.00**, and recommends that level to the Commissioners Court for approval.

Steve Rogers
President
Marble Falls Rodeo Association
3509 FM 1980
Marble Falls, Texas 78654
512-755-3969

APPROVED:



COUNTY JUDGE JAMES OAKLEY
July 9, 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: 6/21/2019

NAME OF EVENT: Marble Falls Rodeo

NAME OF ORGANIZATION: Marble Falls Rodeo Association

MAILING ADDRESS (include street,city,state,zip) M.F.R.A. 3509 FM 1980
Marble Falls, Texas 78654

CONTACT PERSON: Steve Rogers

LIST NAMES OF BOARD OF DIRECTORS:

Bubba Ussery/Bill Tilton/Charlie Horn/Craig Seward/Gary Hulsey/Mark Becker/Mike Dyer
Dean McDonough/Don Buss/Donnie Price/Perry Malkemus/Robert Nelson
Jacque Horn/Damon Naumann/Jack Rogers/Steve Rogers/Tyler Horn/Steve Jenkins

DATES OF EVENT (must be at least two days in length): July 19 & 20, 2019

PROJECTED ATTENDANCE: 3000

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):

Social Media/Local Newspaper/Local Banners and Posters/ Radio adds with several area stations at a 750.00 sponsorship
level

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

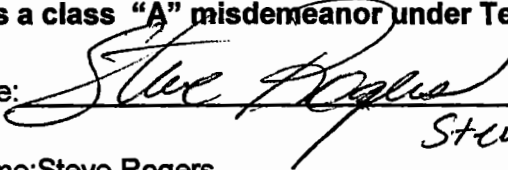
Radio adds with KVET/KASE Radio(Iheart Radio.com)/Radio adds and interviews with Kbey Radio station

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:: First United Bank/ Mike's Floorcovering/First Capital Bank of Texas/Highland Lakes Title Company/Service Title/Crownover Feed Barn- each of these are Gold Sponsors(750.00) ***** Lyssey & Eckle Feeds/Mustang Equipment/Bluebonnet Café/Security State Bank & Trust/Counts Electric/Bancorp South/Johnson Sewell Ford, Lincoln/Subway/Chevy Buick of Marble Falls/ Cain Orthodontics/Blair's Western Wear/Ewald Kubota/Burger Performance Horses/Lake Side Pawn/-each of these sponsors are Silver Sponsors(500.00)

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:

 (512) 755-3969
Steve.r@ewaldkubota.com

Print name: Steve Rogers

Title: Marble Falls Rodeo Association President

Date: 6/24/2019

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