

TO: COMMISSIONERS COURT

FROM: TOURISM OFFICE

RE: SPONSORSHIP APPLICATION APPROVAL

The Burnet Chamber of Commerce has submitted an application for funds for the Bluebonnet Festival, April 12-14, 2019, under the new guidelines for Tourism Event Sponsorship.

They have met all the requirements for sponsorship. It is a public, two day event, with a large attendance (30,000 proposed) and the advertising will be in all acceptable sources that include advertising, in a magazine, radio, brochure, on their web site for one year, and on banners, t-shirts, and newspaper. All advertising will also be done at least 50 miles outside Burnet County.

The Tourism Committee has determined that an acceptable level of participation would be the Blue Level which is \$2,500.00, and recommends that level to the Commissioners Court for approval.

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: 3/14/19

NAME OF ORGANIZATION: Burnet Chamber of Commerce

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

101 N Pierce St., Ste 1
Burnet, TX 78611

CONTACT PERSON: Kim Winkler

LIST NAMES OF BOARD OF DIRECTORS:

attached

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

4/11 - 4/14/19

PROJECTED ATTENDANCE: 30,000 +

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):

attached

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

BBF Magazine to 11 Texas Travel Centers on Texas border, 35 Chambers & Visitor Centers out of the area, KOKE Radio, Texas Public Radio SA, Gatesville/Killeen Leader-Press, Statewide Campaign (see attached)

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION::

See attached

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: Kim Winkler

Print name: Kim Winkler

Title: Executive Director

Date: 3/14/19

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

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

Burnet Chamber of Commerce

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Damon Beierle

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes

☒ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

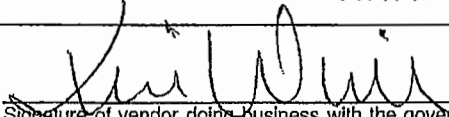
☐ Yes

☒ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

Serves on our Board of Directors.

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 
Signature of vendor doing business with the governmental entity

3/14/19
Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.

36th Annual Bluebonnet Festival

April 12-14, 2019



Burnet Chamber Of Commerce

Sponsorship and Advertising Packet

Dear Community Leader,

The Burnet Chamber of Commerce is pleased to announce the 36th Annual Burnet Bluebonnet Festival, April 12–14, 2019.

Burnet was officially designated the “Bluebonnet Capital of Texas” in 1983 by the State Legislature. Burnet’s Bluebonnet Festival was established the next year and has developed into one of the most exciting and successful small-town festivals in Texas. More than 30,000 expected visitors enjoy a full slate of activities for three days. The financial impact made on the local economy by these visitors is immeasurable.

The Directors and Staff of the Burnet Chamber of Commerce extend a personal invitation for you to be our partner in the annual celebration. A variety of sponsorships for the event are available for 2019. Proceeds generated by the festival fund the Burnet Chamber of Commerce and its programs. We appreciate your participation and support with this year’s celebration.

The Burnet Bluebonnet Festival Committee

Suzanne Brown & Angela Moore—Co-Chairs

Damon Beierle—Burnet Chamber of Commerce, Board of Director

Mark Lunsford--Burnet Chamber of Commerce, Board of Director

Gina Glaeser—Burnet Chamber of Commerce, Board of Director

Sherri Wisener—Burnet Chamber of Commerce, Board of Director

Jason Davis—Burnet Police Department

Kelly Dix—City Secretary, City of Burnet

Gloria Flores—Committee Member

Michaelanne Page—Committee Member

Angie Beyer—Committee Member

Kristyn Jacoby—Burnet Chamber of Commerce, Office Coordinator

Kim Winkler—Burnet Chamber of Commerce, Executive Director



Bluebonnet Sponsor--\$5,000

- Name recognition during the parade
- Individual business banner displayed on main stage
- VIP Parking on Friday, Saturday and Sunday
- Full page, full color ad in magazine (6,000); magazine will also be available on the Festival web site year-round
- Official distribution location for Bluebonnet Festival Magazine
- Bluebonnet Radio Ads
- Name in all event promotion including newspaper, magazine, radio, television & Event directional signs throughout the festival grounds
- Name/logo on Festival Brochure (15,000)
- Name/logo in thank-you newspaper ads and back of magazine
- Name/logo on back of official festival t-shirt
- Sponsorship recognition on stage throughout Festival
- Recognition on Festival web site with a link to your business web site for one year
- 10x20 prime location booth space at Festival on Friday, Saturday and Sunday
- Wrist bands for carnival (8)
- Official Festival T-Shirt (8)
- Saturday Night Concert Tickets (8)
- Recognition at the annual Chamber Awards Ceremony in February
- Option to sponsor other festival events



Blue Sponsor—\$2,500

- Name displayed on main stage on sponsor banner
- ½ page, full color ad in magazine (6,000); magazine will also be available on the Festival Web Site year-round
- Official distribution location for Bluebonnet Festival Magazine
- Bluebonnet Radio Ads
- Name/logo on Festival Brochure (15,000)
- Name/logo in thank-you newspaper ads and back of magazine
- Name/logo on back of official festival t-shirt
- Sponsorship recognition on stage throughout Festival
- Recognition on Chamber web site with a link to your business web site for one year
- Wrist bands for carnival (6)
- Official Festival T-Shirt (6)
- Saturday Night Concert Tickets (6)
- Option to sponsor other festival events



White Sponsor--\$1,000

- Name displayed on main stage on sponsor banner
- 1/4 page, full color ad in magazine (6,000); magazine will also be available on the Festival Web Site year-round
- Official distribution location for Bluebonnet Festival Magazine
- Name/logo on Festival Brochure (15,000)
- Name/logo in thank-you newspaper ads and back of magazine
- Name/logo on back of official festival t-shirt
- Sponsorship recognition on stage throughout Festival
- Recognition on Chamber web site with a link to your business web site for six months
- Wrist bands for carnival (4)
- Official Festival T-Shirt (4)
- Saturday Night Concert Tickets (4)
- Option to sponsor other festival events



Red Sponsor—\$500

- Name displayed on main stage on sponsor banner
- 1/8 page size, full color ad in magazine (6,000); magazine will also be available on the Festival Web Site year-round
- Official distribution location for Bluebonnet Festival Magazine
- Name/logo on Festival Brochure (15,000)
- Name/logo in thank-you newspaper ads
- Recognition on Chamber web site with a link to your business web site for six months
- Official Festival T-Shirt (2)
- Saturday Night Concert Tickets (2)
- Option to sponsor other festival events



Magazine Ad Sizes Available

- 1/8 page \$195
- 1/4 page \$295
- 1/2 page \$500
- Full page \$750

Ad purchase opens option to sponsor other festival events



Event Sponsorships Available

2018 Sponsors will be allowed first opportunity to sponsor same event in 2019

- **Pet Parade – No longer available** **\$250**
 - Your Name/Logo will appear on the following:
 - ◆ Pet Parade registration form
 - ◆ Individual contestant entry signs to be worn in parade
 - ◆ Main Stage Event Banner/sign
 - ◆ On-stage mentions during parade
 - ◆ Bluebonnet Magazine Pet Parade editorial
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **Weiner Dog Races – No longer available** **\$250**
 - Your Name/Logo will appear on the following:
 - ◆ Race registration form
 - ◆ Individual contestant entry signs to be worn in race
 - ◆ Event Banner/sign
 - ◆ On-stage mentions during race
 - ◆ Bluebonnet Magazine Weiner Dog editorial
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **Childrens Activities/Fun Run/Games -- No longer available \$250**

- Your Name/Logo will appear on the following:
 - ◆ Individual contestant entry signs to be worn in race
 - ◆ Event Banner/sign
 - ◆ On-stage mentions during race
 - ◆ Bluebonnet Magazine editorial
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **Jackson Street Stage – No longer available \$2500**

- Your Name/Logo will appear on the following:
 - ◆ Stage Banners/sign displayed at location
 - ◆ On-stage mentions
 - ◆ Bluebonnet Magazine listing
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **Food Court Sponsorship -- NEW \$1000**

- Your Name/Logo will appear on the following:
 - ◆ Signs at the entrance of the food court
 - ◆ Name/logo on table tents on all food court tables
 - ◆ On-stage mentions
 - ◆ Bluebonnet Magazine listing
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **5/10K Fun Run – No longer available** **\$1000**

- Your Name/Logo will appear on the following:
 - ◆ Race registration form
 - ◆ Individual contestant entry signs to be worn in race
 - ◆ Race t-shirt
 - ◆ Event Banner/sign displayed at start/finish line
 - ◆ On-stage mentions during race
 - ◆ Bluebonnet Magazine 5/10K feature
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

- **5K Fun Run Water Stations (2) – No longer available \$100/each**

- Your Name/Logo will appear on the following:
 - ◆ Sign Displayed at Water Station
 - ◆ Announcer Mentions
 - ◆ Bluebonnet Magazine 5/10K feature
 - ◆ Thank-you newspaper ads

- **Biergarten – No longer available** **\$1500**

- Your Name/Logo will appear on the following:
 - ◆ Banners/sign displayed at location
 - ◆ On-stage mentions
 - ◆ Bluebonnet Magazine listing
 - ◆ Festival magazine & brochure Schedule of Events
 - ◆ Thank-you newspaper ads
 - ◆ Any other event specific promotion

	Red	White	Blue	Bluebonnet
Magazine Ad Size	1/8 page	1/4 page	1/2 page	Full Page
Name in All Promotions				
VIP Parking				
Individual Stage Banner				
Name Recognition During Grand Parade				
Prime Location Vendor Booth				
Bluebonnet Radio Ads				
Carnival Wrist Bands		4	6	8
On-Stage Recognition				
Name on T-shirt				
Name on Back Page of Magazine				
Official Magazine Distributor				
Name on Event Stage Banner				
Name on Brochure (15,000 copies)				
Name in Thank-you ad				
Option to Sponsor Other Events				
Saturday Night Concert Tickets	2	4	6	8
Festival Sponsor T-shirts	2	4	6	8
Chamber Web-Site Link	6 Months	6 Months	1 Year	1 Year

2019 Sponsors

Bluebonnet (\$5,000)

- BALCONES DISTILLERY
- THE BURNET BULLETIN
- CECIL MOTORS
- THE CITY OF BURNET
- FIRST STATE BANK OF BURNET
- KBey 103.9 FM RADIO PICAYUNE
- KITY RADIO
- NORTHLAND COMMUNICATIONS
- REID'S TRIPLE T
- SETON HIGHLAND LAKES HOSPITAL
- WHATABURGER

Blue (\$2,500)

- JOHNSON SEWELL FORD LINCOLN
- LEHIGH HANSON AGGREGATES
- MARBLE FALLS CHEVY BUICK
- MCDONALD'S
- TEXAS MATERIALS

White (\$1,000)

- BAYLOR SCOTT & WHITE HEALTHCARE
- CAPITAL FARM CREDIT
- HILL COUNTRY NATIONAL BANK
- RANCH INVESTMENTS
- WEDDING OAK WINERY

Red (\$500)

- DOMINO'S PIZZA
- HILL COUNTRY MOTORHEADS MOTORCYCLE MUSEUM
- HYDER & SONS LOCK AND KEY
- CIRCLE S PEST CONTROL
- THE CITIZENS GAZETTE
- D & W PRINTING
- GALLOWAY INSURANCE
- THE KUKER COMPANY
- MOCK & BROWN
- SUBWAY
- TEXAS PUBLIC RADIO

- EVENTS SPONSOR'S
 - Cecil Motors Stage (Jackson St. Stage)
 - XLR8 & Co. (Biergarten)
 - The Science Mill (Children's Activities)
 - YMCA of the Highland Lakes (5&10K RUN)
 - Gary Wideman State Farm (Wiener Dog Race)
 - Outback Party Rental (Race Water Stations)
 - Re/MAX Burnet (Pet Parade)