

TO: COMMISSIONERS COURT

FROM: TOURISM OFFICE

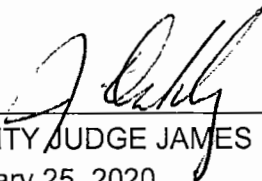
RE: SPONSORSHIP APPLICATION APPROVAL FOR BURNET BLUEBONNET FESTIVAL

The Burnet Chamber of Commerce has submitted an application for Burnet County Tourism Sponsorship Funds for the Burnet Bluebonnet Festival under the guidelines for Tourism Event Sponsorship. The dates of the festival are April 10-12, 2020.

Their application request meets all the requirements for sponsorship. They have advised that the event is a public, multi-day event, with a large attendance (30,000). 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, ½ page ad in the festival magazine, posters and flyers, and, additionally, the logo and website will be on display on a banner at the event and on the back of the official festival t-shirt. Advertising will be at least 50 miles outside Burnet County. The sponsorship level also includes incentives that include event tickets and t-shirts.

The Tourism Committee has agreed that an acceptable level of participation would be a **Blue Sponsorship at \$2,500.00**, and recommends that level to the Commissioners Court for approval.

APPROVED:



COUNTY JUDGE JAMES OAKLEY
February 25, 2020