

BURNET COUNTY EVENT SPONSORSHIP APPLICATION**Must be submitted no later than sixty (60) days prior to event****EVENT MUST BE OPEN TO THE PUBLIC**


 10/13/20
DATE: 10/7/2020NAME OF EVENT: Holiday Ice Skating RinkNAME OF ORGANIZATION: City of Marble Falls

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

800 Third StreetMarble Falls, TexasCONTACT PERSON: Lacey Dingman, Director Parks & Recreation and Erin Burks, Downtown Coordinator

LIST NAMES OF BOARD OF DIRECTORS:

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

November 20, 2020 - January 2, 2021PROJECTED ATTENDANCE: 13,000 skaters over 44 days; however, overall attendance will be 40-50k**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):\$20,000 Presenting Sponsor - See attached document for comprehensive list of benefits

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

Our key markets are Houston, Dallas, San Antonio, Midland and other Hill Country towns.

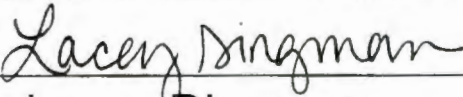
Please reference the complete marketing plan, attached.

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:

Lacey Dingman

Title:

Director of Parks and Recreation

Date:

10/7/2020

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

FORM CIQ

For vendor doing business with local governmental entity

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.

CITY OF MARBLE FALLS

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.

LACEY DINGMAN

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.

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 Lacey Dingman
Signature of vendor doing business with the governmental entity

10/8/2020
Date

NOTE: This sponsorship is for Downtown events including the Ice Skating rink, Breakfast with Santa and events in the park. This is not a sponsorship for Walkway of Lights. If you would like to sponsor Walkway, we are happy to get you connected with the Chamber of Commerce.

		Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	Investment Amount	\$20,000	\$5,000.	\$2,500.	\$500
	Quantity Available	One	Three	Six	Ten
Naming rights to the Downtown Ice Skating Rink	✓				
Private Parties at the Ice Skating Rink	✓ Two	✓ One			
Tickets to the Ice Skating Rink	✓ 5 10-Skate Punch Passes 10 Nightly Tickets	✓ 10 day tickets	✓ 8 day tickets	✓ 5 day tickets	
Placement of logo on event announcements including poster, ad placements, website, social media efforts, community and influencer outreach	✓ First Position	✓ Second Position	✓ Third Position	✓ fourth Position*	
Placement of Logo on Press Releases and PR efforts	✓ First Position	✓ Second Position	✓ Third Position	✓ fourth Position*	
Placement of Logo on Downtown Shopping Guide	✓ First Position	✓ Second Position	✓ Third Position	✓ fourth Position*	
Signage at event	✓	✓	✓		
Name on promotional video	✓				
Marketing Material at Event	✓				
Special recognition during forum introductions and an opportunity for sponsor's representative to address attendees during nightly event	✓	✓			
Post event recognition	✓	✓			
Name on Wristband	✓				
Table and marketing materials at Breakfast with Santa + tickets to Breakfast with Santa	✓ 6 tickets	✓ 4 tickets	✓ 2 tickets		
Name on staff shirts	✓	✓			
Exclusive market research into the their target customer	✓				
Direct access to ideal customer profile (ICP) data	✓				
Lead generation	✓				

*indicates text listing not logo

Holiday Ice Skating Rink

Creative and Marketing Brief

CAMPAIGN

Goals

- To build brand awareness of Burnet County and Marble Falls and its prime location within the Texas Hill Country.
- Educating visitors and locals on what we have to offer and shine a light on the activities that make us unique.
- To increase overnight stays in the off-season.

Strategies

- Use traditional advertising to keep Burnet County and Marble Falls top of mind when someone is looking to travel during the holiday season.
- Using digital media to target big cities in Texas that are 2-3+ hours away to encourage overnight stays.
- Partner with influencers to expand brand awareness and educate potential visitors on the local businesses within our area
- Work with media outlets to secure high-quality editorial coverage about Marble Falls.

Assets

- Landing Page
- Tourism Package with overnight stay
- Downtown District Map
- Event poster with QR code
- Printable events calendar
- Promotional video and photography
- Promotional print and digital ads
- PR pitch deck
- School Flyers
- Shopping Guide

Potential Placement

- Houston Chronicle
- Fox 26 Houston
- KTRK Houston
- WFAA Dallas
- Studio 512
- We are Austin
- TourTexas.com, Tour Texas Event newsletter, Tour Texas Road Tripping Newsletter
- Search Engine Marketing
- Social Media and Influencer Campaign

Target Market

Christmas Magic Chasers - Travelers that include couples, and young families that want to escape their big city and suburbs of Austin, San Antonio, Midland, Houston, Dallas, etc. They're seeking the wide-open spaces of the Hill Country, and the Christmas Magic of a small town.

Christmas Adventures - Adventure seekers who want their experience to be vigorous with new activities, and good eats.

Locals - People who love Marble Falls and some who may have forgotten all the amazing things there are to do here.

Winter Texans - People living in the northern United States that want to experience warmer climates during the winter. This could be retirees that come down for a few months or families coming to town for a couple weeks.

44 DAYS OF EVENTS



Walkway of Lights



Ice Skating Rink



Christmas Light-up Parade



Downtown Sip n' Shops



Breakfast with Santa



Christmas Tree Lighting



S'mores in the Park



Christmas Movie in the Park



Family Fun in Downtown



CHRISTMAS IN MARBLE FALLS

There's no hibernating in these hills. When the weather cools, it's time for celebrations.

The Marble Falls Walkway of Lights is a can't-miss Hill Country tradition. And new additions such as Breakfast with Santa and the real ice Downtown Ice Skating Rink round out the season.

Head out to Texas, and stop in the middle.

If you follow the Colorado River into the heart of the Texas Hill Country, you'll find yourself in Marble Falls. Founded in 1887, our historic lake town is a welcoming destination for adventures on land and lake alike. Our charming and walkable downtown boasts an inspired and independent array of culinary and retail surprises. And Marble Falls' surroundings are punctuated by state parks, natural wonders and dozens of local wineries.

Marble Falls is brimming with local businesses ready for you to explore. Come on downtown! Our Downtown District is lined with dozens of independent storefronts. The unexpected is everywhere—boutique art galleries, distinctive architecture, even a candy shop owned and operated by a former party clown. From local food and handmade goods, to the performing arts and seasonal festivals, there's something for everyone. So take a stroll through the heart of Marble Falls. We're sure you'll find something to take home.

From exploring Marble Falls' enchanting past with the Falls on the Colorado Victorian Christmas, to creating new family memories at Breakfast with Santa, this years Christmas season will be exceptional. Experience the Christmas spirit by visiting Downtown Marble Falls and participating in unique activities including the new Walkway of Lights Beer Release and Christmas Market on Main. Capture the magic of Christmas and create memories to be shared year after year. Continue the merriment of the holiday season with S'mores in the Park, Christmas Time at the Library, and mailing your letters to Santa.

WALKWAY OF LIGHTS

Beginning November 20th, and going through January 2nd, Walkway of Lights will be open nightly from 6pm-10pm, weather permitting. Join us in Lakeside Park as we celebrate the holidays with over two million lights. Make the Walkway of Lights your new family tradition, and experience the magic year after year! Admission is always free, yet donations are much appreciated!

ICE SKATING

A new holiday memory maker in Marble Falls. The Ice Rink attracts hundreds of visitors, skaters, and spectators to share in our town's holiday spirit. The 44-foot-by-66-foot real ice rink will be open to the public from 6-10 p.m. November 20-January 2 in Lakeside park. Your ticket price includes an hour of fun and skates. Proceeds from this event support local education and non-profit organizations.

BREAKFAST WITH SANTA

Celebrate the holiday season with family and friends while enjoying a morning full of spectacular Christmas cheer! Festivities include a catered breakfast, photographs with the beloved Santa Claus, holiday music, and fun activities for the kids. This ticketed event is sure to be filled with memories, and our event is known to become a wonderful family tradition.

OTHER EVENTS INCLUDE:

Christmas Market on Main
Christmas Movie in the Park
Community Christmas Tree Lighting
Downtown Sip n' Shops
Falls on the Colorado Victorian Christmas
Holiday Open House: Downtown Marble Falls
Ice Sculpture on Main
Live Music at Uptown Theater
Mom's night out with Sugar Mama Cookies
Christmas Cookie Decorating
Polar Express Party
S'mores in the Park
Schools Out, Santa's In with Ms. Lollipop
Tacky Sweater Christmas Party and Contest
Walkway of Lights Special Brew Release
... And Many Others.



**"I'M IN LOVE WITH CITIES I'VE NEVER BEEN TO AND PEOPLE I'VE NEVER MET." -
JOHN GREEN**

WHO ARE THEY?

Are your visitors who you think they are? We utilize tourism studies to narrow down and establish our ideal target markets.



75% travel to the Hill Country for leisure



25% travel to the Hill Country for business



84% travel to the Hill Country by car



16% travel to the Hill Country by air



1.86 days - average length of stay



\$123.80 - average spend per person per day



416 miles (5-6hours) - average distance traveled



Average Age - 46.5 years



Average Household Income: \$98K+

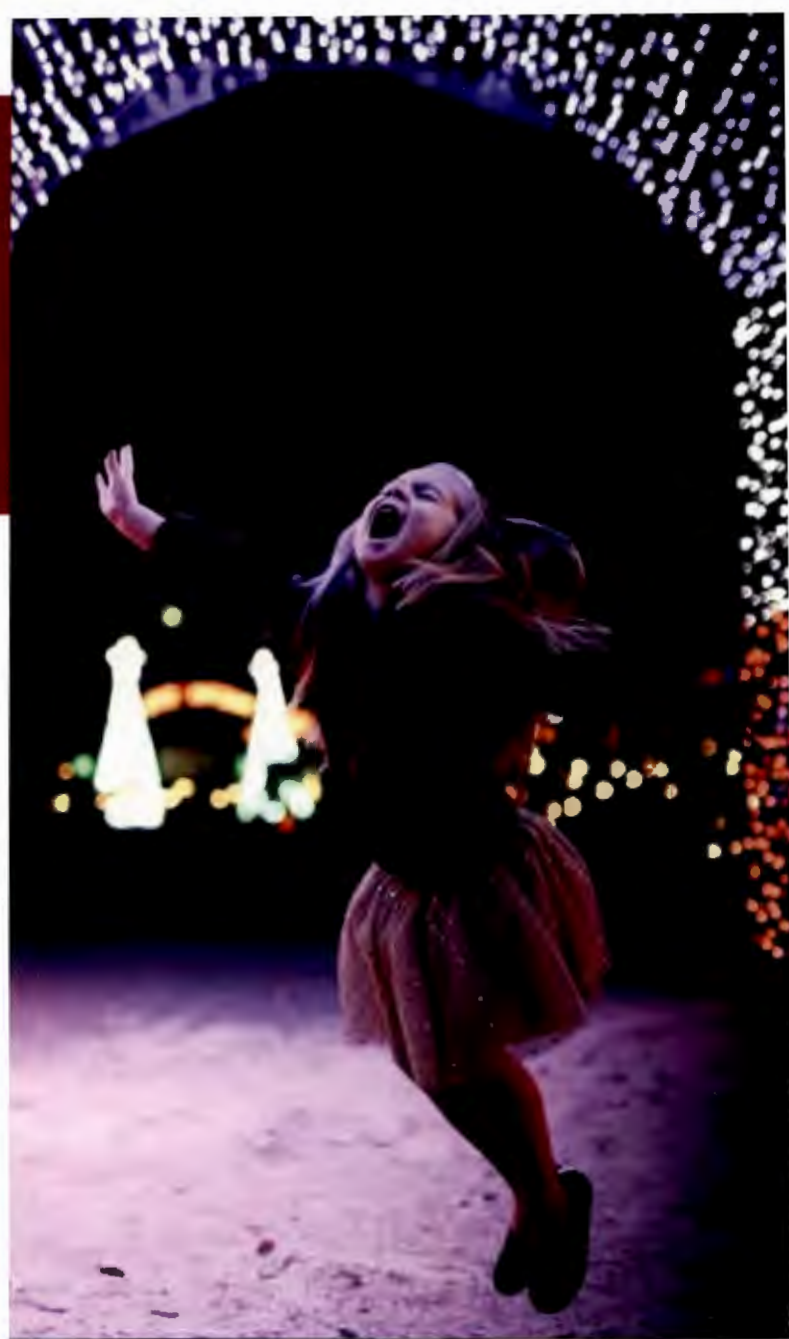


Children in Household: 32.6%



Within Texas: Houston, Dallas/Fort Worth, San Antonio

<https://travel.texas.gov/>



Our target markets consist of four categories:

Christmas Magic Chasers - Travelers that include couples, and young families that want to escape their big city and suburbs of Austin, San Antonio, Midland, Houston, Dallas, etc. They're seeking the wide-open spaces of the Hill Country, and the Christmas Magic of a small town.

Christmas Adventures - Adventure seekers who want their experience to be vigorous with new activities, and good eats.

Locals - People who love Marble Falls and some who may have forgotten all the amazing things there are to do here.

Winter Texans - People living in the northern United States that want to experience warmer climates during the winter. This could be retirees that come down for a few months or families coming to town for a couple weeks.





MARKETING APPROACH

On a typical day, Americans spend an average of 3.6 hours on the internet for personal use. Within those 3.6 hours, they spend an average of 1.2 hours on social media and 30 minutes reading online newspapers or magazines.**

Core Brand Attributes

Magical | Friendly | Genuine | Experience | Small Town

Key Target Areas

Houston | Dallas | San Antonio | Midland | Austin

Other Hill Country Towns | Local, Primary & Secondary Trade

Strategies

- Use traditional advertising, such as print, along with heavy digital media to get the word out to potential visitors that we are a perfect place to celebrate the holidays.
- Work with media outlets to secure high-quality editorial coverage.
- Partner with influencers to expand brand awareness and educate target markets on the local businesses and activities.

Potential Placements

- Houston Chronicle
- TourTexas.com
- TourTexas event newsletter
- Google Adwords
- Facebook Social Campaigns
- Instagram Social Campaigns
- Pinterest Social Campaign
- Fox 26 Houston
- KTRK Houston
- WFAA Dallas
- Studio 512
- We Are Austin
- Influencer Campaign
- Press Releases on PR Web

MARKETING ASSETS

Christmas in Marble Falls Landing Page
Christmas in Marble Falls Tourism Package
District Map
Event Photography
Event Poster with QR Code
Evergreen Editorials
Printable Events Calendar
Promotional Ads
PR Pitch Packet
School Flyers
Shopping Guide
Social Media Ads

VisitMarbleFalls.org

A new visitor-friendly site is being created to include attractions and lodging in our area. This site is the cornerstone of all our marketing efforts. The site will be visually appealing with photos of both Burnet County and Marble Falls adventures.

Since the launch of the current site (Nov. 2016):

- 520K+ Users
- 660K+ Sessions
- 1.7M + Page Views

Social Media

Expansion of our social media platforms including Facebook, Instagram, Twitter, and Pinterest.

- Facebook -
 - Over 10K followers | Marble Falls Chamber of Commerce
 - Over 3.8K followers | Visit Marble Falls
 - Over 6K followers | City of Marble Falls
- Instagram - Over 3K followers | Visit Marble Falls

PUBLIC RELATIONS

We will employ a diverse set of tactics to create a PR push throughout the Christmas Season to increase awareness about our area as a tourist destination and to positively position us in the media within the consideration set for key audiences.

Visitor Guide

Newly released, our Visitor's Guide showcases Marble Falls and Burnet County. 55 pages of beautifully curated material, this guide is located in the 12 Texas State Travel Centers as well as other visitor centers throughout Texas. This spring our Visitor Guide will be shrink wrapped with Texas Monthly Magazine. Average economic impact for each Visitor Guide sent out is \$48.*

Leads Capture Program

As people purchase tickets for the Ice Skating Rink, a leads program will be developed to create and drive traffic to events throughout the year.

Engaging Creative

Embracing new branding with professional and user-generated photography including specific photos of memory making moments such as ice carving, a child's first time ice skating and the reflection of the lights off the water.

Optimization

- SEM: Lead Generation for anyone searching for a Texas Vacation
- Customized Audience Targeting focusing on site traffic
- First and Third Party Audience Insights - focusing on increased site traffic, expanding to a regional audience
- Retargeting Program - people who have visited the site before yet have not converted
- Based off our average cost per click (CPC), we will adjust keywords as necessary in order to drive the highest number of clicks within our budget. Ads and keywords may be cycled seasonally

Content Marketing

Not to promote the brand yet to stimulate specific hyper-targeted interest in our area resulting in more room nights booked. Housed on MarbleFalls.org, for example, *A Day At Inks Lake State Park* has been seen by over 680 people.



INVESTMENT

This Christmas Season, we're aiming to create magic. Beginning November 20, we are planning to host a Downtown Ice Skating event in Lakeside Park. This event will support education and local not-for-profits in our area. However, we think our efforts would go even farther with your help as our official corporate sponsor. In this role, your business would provide funding, and in turn we would promote your company as the event's supporter. With local supporters like you by our side at this event, we're sure to serve Marble Falls and Burnet County well. Thank you for your consideration.

NOTE: This sponsorship is for Downtown events including the Ice Skating rink, Breakfast with Santa and events in the park. This is not a sponsorship for Walkway of Lights. If you would like to sponsor Walkway, we are happy to get you connected with the Chamber of Commerce.

J. Kelly
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 Platinum Sponsor
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Signage at event	✓	✓	✓	
Name on promotional video	✓			
Marketing Material at Event	✓			
Special recognition during forum introductions and an opportunity for sponsor's representative to address attendees during nightly event	✓	✓		
Post event recognition	✓	✓		
Name on Wristband	✓			
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Name on staff shirts	✓	✓		
Exclusive market research into the their target customer	✓			
Direct access to ideal customer profile (ICP) data	✓			
Lead generation	✓			

*indicates text listing not logo