

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: 1/11/2022

NAME OF EVENT: Bluebonnet Festival

NAME OF ORGANIZATION: Burnet Chamber of Commerce

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

101 N. Pierce Street, Ste 1

Burnet, TX 78611

CONTACT PERSON: Allison McKee

LIST NAMES OF BOARD OF DIRECTORS:

see attached

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

April 8-10, 2022

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):

Please see attached

Please see attached

Please see attached

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

Festival magazines to 11 travel centers + 35 Chambers and Visitors Centers across the state

Koke-FM Radio ; Texas Public Radio- San Antonio, +
6 stations across South & Central Texas ; Gatesville / Killeen Leader
Press Statewide Campaign. Dedicated website
Facebook campaign. Ads in 101 Guide, Burnet Bulletin + other local
newspapers.

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: _____

Allison McKee

Print name: _____

Allison McKee

Title: _____

Executive Director

Date: _____

11/11/22

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

BURNET CHAMBER OF COMMERCE
2021-2022
BOARD OF DIRECTORS

Damon Beierle
(Double Eagle Entertainment)

David Bennett
(Camp Longhorn)

Bill Drake
(Boys & Girls Club of the Highland Lakes)

Ben Farmer
(F&H Construction)

Karen Litterer
(Seton Highland Lakes Hospital)

April Gordon
(Williamson County)

Wade Langley
(Langley Homes)

Matt Kelley
(First State Bank)

Roger Moore
(Camp Longhorn)

Richard Hausman
(Chicken Express)

Suzy Bauer
(Spider Mountain/ Thunderbird Lodge)

Katy Randall
(Entegris)

Sherri Wisener
(individual)

David Vaughn
(City of Burnet)

Keith McBurnett
(BSICD)

Bluebonnet Festival Sponsorship Benefits
April 8-10, 2022

	Red \$500	White \$1,000	Blue \$2500	Bluebonnet \$5,000
Magazine Ad Size	1/8 page	1/4 page	1/2 page	Full Page
Name In All Promotions				✓
VIP Parking				4
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