

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

Must be submitted no later than sixty (60) days prior to event

EVENT MUST BE OPEN TO THE PUBLIC*Banner
sponsorship
@ \$500⁰⁰DATE: March 22, 2022NAME OF EVENT: LakefestNAME OF ORGANIZATION: Marble Falls Highland Lakes Area Chamber
of Commerce

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

916 2nd Street Marble Falls, TX 78654CONTACT PERSON: Katie Savage

LIST NAMES OF BOARD OF DIRECTORS:

Jarrod Metzgar

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

May 21, 2022 - May 22, 2022PROJECTED ATTENDANCE: 4,000

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):

On air mentions on all radio interviews, Banners
displayed at Lakefest, logo on all promotions & website,
mention on Facebook page, announcer mentions
throughout 2-day race.

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

1/2 Page word editorial & photo in the Hill Country
Current. Full Page print ad in the Blanco County News,
Johnson City Record, Llano News, Mason County News,
San Saba News & Star. Radio interviews & recorded ads.

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION::

Wakepoint LBJ \$3,000

TBD: PUTTERS & GUTTERS MF \$5,000

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: Katie Savage

Print name: Katie Savage

Title: Special Events Coordinator

Date: MARCH 23, 2022

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