

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

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

EVENT MUST BE OPEN TO THE PUBLIC

CURRENT DATE: 1/9/2023

NAME OF EVENT: Burnet Bluebonnet Festival

NAME OF ORGANIZATION: Chamber of commerce

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

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

CONTACT PERSON: Allison McKee

LIST NAMES OF BOARD (if applicable):

see attached

DATES OF EVENT:

4/7 - 9/2023

PROJECTED ATTENDANCE: 35,000 visitors

Please read and be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings.

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

Bluebonnet (\$5k) Sponsorship - details attached

40th Annual Bluebonnet Festival

April 7-9, 2023



Burnet Chamber Of Commerce

Sponsorship and Advertising Packet

Dear Community Leader,

The Burnet Chamber of Commerce is pleased to announce the 40th Annual Burnet Bluebonnet Festival, April 7-9, 2023.

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 2023. 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

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

Jessica Hardin-Haile — Committee Member

Teryl McFerrin - Burnet Chamber of Commerce, Office Coordinator

Allison McKee—Burnet Chamber of Commerce, Executive Director



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

Past Sponsors at This Level:

Commercial National Bank, HEB, McDonald's, Texas Materials



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

Past Sponsors at This Level:

Atmos Energy, Camp Longhorn, D&W Printing, Domino's, Galloway Insurance, Jenkins Funeral Home, R Bank, Ranch Investments, Spider Mountain, Subway

Bluebonnet Festival Sponsorship Options
April 7-9, 2023

	Red \$500	White \$1000	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				8
Name Recognition During Grand Parade				✓
Logo on Banners Throughout the Event and on Wayfinding Signs				✓
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 Stage Banner	Text	Text	Text	Logo
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	✓	✓	✓	✓