



LOS LONELY BOYS • LISA MORALES • JOHN ARTHUR MARTINEZ • PAULINE REESE • JOHN GREENBERG • MIKE BLAKELY • DEBBI WALTON & MORE

# FIESTA JAM 2023

**Oct. 20-21, 2023**

*at Lake Marble Falls*

## SPONSOR OPPORTUNITIES

**TITLE sponsor**

**\$10,000**

- Logo on all printed/online marketing
- Banner on stage at event
- Logo on signage at event
- 8 VIP passes for artist meet & greet
- VIP seating for 8 at concert

**EVENT sponsor**

**\$5,000**

- Logo on all printed/online marketing
- Banner at event
- Logo on signage at event
- 6 VIP passes for artist meet & greet
- VIP seating for 6 at concert

**MUSIC sponsor**

**\$2,500**

- Logo on event program & online
- Logo on signage at event
- 4 VIP passes for artist meet & greet
- VIP seating for 4 at concert

**SONG sponsor**

**\$1,500**

- Logo on event program & online
- Logo on signage at event
- 2 VIP passes for artist meet & greet
- VIP seating for 2 at concert

**LYRIC sponsor**

**\$500**

- 2 VIP passes for artist meet & greet
- VIP seating for 2 at concert
- Online recognition

**For Event Sponsorship Details Contact**

**info@johnarthurmartinez.net or rlinderhaus@aol.com | 713-825-0425**

**www.fiestajam.org**

**Please make checks payable to: Fiesta Jam, 302 Vista Lane, Marble Falls, TX 78654**

FiestaJAM is a 501 (c)(3) nonprofit organization whose goal is to raise funding to support and promote regional youth music education programs. Proceeds from FiestaJAM currently provide support to the music education programs at the Marble Falls Independent School District & Harmony School of Creative Arts.

**Social Media Audience Targets:**

- Ages 30+, Interests: Live Music, Festivals, Bands, Country, Rock, Tejano, Folk  
Additional Misc Targeted: Angelo State University Alumni (since Los LB is from San Angelo)

Exhibit #1

## **Fiesta Jam 2023 Marketing Strategy**

Along with posting event listings & details about Fiesta Jam on about 50 web pages & directories, below is a breakdown on marketing in central Texas

### **Target Markets:**

- Local Highland Lakes (Burnet Co., Llano Co., Lampasas Co.)
- Austin & Surrounding Communities (+25 Miles)
- San Antonio & Surrounding Communities (+25 Miles)
- Other Central TX Smaller Markets

### **Local Marketing (Highland Lakes areas) | \$7500**

#### Digital:

- Facebook & Instagram (boosted promo post's & boosted event page \$800
- Daily Trib Mon-Fri daily e-blast \$75/week X 12 weeks \$900
- 101 Things Highland Lakes e-blast \$35/week x 12 weeks \$420
- Victory Digital Screens 17 locations MF, Burnet, Kingsland \$650/mo. X 3 = \$1950

#### Print:

- Picayune Magazine ½ page ad \$685 X2 (Aug, Sept) = \$1,370
- Highland Lakes Weekly ad \$50/week X12 = \$600
- Highlander & Burnet Bulletin Combo 3x5" ads \$300/week x 4 weeks = \$1200

#### Misc. Promo:

- Solicit to get articles and mentions in local publications
- Radio Interview on KBEY
- Get postings & ticket details on 3<sup>rd</sup> Party social media and websites  
*Sponsors, MF City, Burnet County, Chamber, Local Orgs, HSB Enrichment, Highland Lakes Creative Arts, POA's*
- Get posters & flyer stacks in local businesses and shops
- Distribute flyers at upcoming local events and festivals

### **Austin Area Marketing | \$8,000**

#### Digital:

- Facebook/Instagram (boosted promo post's & boosted event page \$1600
- Austin Chronicle online sponsored calendar listing \$100/week X6 = \$600
- Austin Chronicle e-blast calendar listing \$250 X2 = \$500
- Do512 ent. site banner, listing and e-blast (waiting on rates) est \$1200
- Texas Music Magazine e-blast and web banners (waiting on rates) est \$500

#### Print:

- Austin Chronicle ¼ page print ad = \$684 X6 issues = \$4,104
- Texas Music Magazine print ads (waiting on rates) est \$500x3

#### Misc. Promo:

- Solicit to get articles and mentions in music and culture publications/blogs

## 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: \_\_\_\_\_

NAME OF EVENT: Fiesta JAM on Lake Marble Falls  
NAME OF ORGANIZATION: Fiesta JAM on Lake Marble Falls LLC

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

3302 Vista Lane  
Marble Falls, TX

CONTACT PERSON: Richard Westerman

LIST NAMES OF BOARD (if applicable):

Robert Linder, President / John Arthur Martinez, V.P.  
Rick Nabor, Treasure / Tim Stallard, Director  
Richard Westerman, Director

DATES OF EVENT:

October 20 + 21, 2023

PROJECTED ATTENDANCE: 3,000

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):

Title Sponsor - \* Logo on all Printed/online Marketing  
(see Attached) \* Banner on all Stages at event  
\* Logo on signage at event  
\* 8 VIP Passes for Artist Meet & Greet  
\* VIP seating for 8 at concert  
\* \$10,000.00

WHAT IS YOUR ADVERTISING PLAN:

See attached Exhibit # 1  
\$ 50,000

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

See attached Sponsor deck -  
(Exhibit #2)

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: Richard Westerman

Print name: Richard Westerman

Title: Director

Date: 7-12-23

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

## **FiestaJAM on Lake Marble Falls: *Short Term & Long Range Goals***

To produce a music festival of the highest caliber, Grammy-quality, for Burnet County, the Highland Lakes and Central Texas for both residents and visitors that engages all aspects of the community including area businesses, hotels, arts and music groups, parks, local government, and volunteers.

To create a state-wide music conference and Texas song competition in conjunction with the festival which honors the legacies of two Texas music icons, Floyd Tillman, member of the Country Music Association Hall of Fame, who called Marble Falls his home for many decades before his passing on August 22, 2023, and Kent Finlay, originally of Brady, Texas who mentored cultivated many aspiring Texas musicians, including George Strait, Randy Rogers, Bruce Robison, Todd Snider, Stevie Ray Vaughan, and Burnet County's own John Arthur Martinez.

To utilize the internationally acclaimed talents of Burnet County sculptor and artist, Museo Benini and his associate Wagner McRee, of Blanco, Texas, to create the first Tillman award to be given to the winner of the First Annual Kent Finlay Texas Song Search.

To bring awareness to, and support for, youth music education in Burnet County.

To grow FiestaJAM on Lake Marble Falls (utilizing all aspects of promotion and advertising including social media, radio, print, website development, the Texas Music Office, etc. ) into an annual major tourist attraction for the Highland Lakes.

To grow the festival from this year's two day event into an annual week long event with an expanded conference and seminars, with an expanded Texas song contest (including preliminary rounds of competition in other iconic Texas music cities), with an expanded concert lineup that attracts music fans not only to the grassy park hillside, but also brings listeners, traveling by boat, to the lakeside festival.