

2024 *BM*
BURNET COUNTY ~~2022-2023~~ EVENT SPONSORSHIP
Schedule, Procedures and Application

SCHEDULE

Press Release: March 1, 2019

Application process begins: March 1, 2019

Burnet County Tourism Committee reviews applications upon request and presents recommendations to Commissioners Court for approval.

Applicants will receive funding upon approval by Burnet County Commissioners Court

GUIDELINES UNDER TEXAS LAW FOR USE OF HOTEL OCCUPANCY TAX REVENUE:

Texas State Law: Burnet County collects a 5% Hotel Occupancy Tax from hotels, motels, inns, and bed and breakfast establishments, with Lodgers retaining 1% for administration. Chapter 352 of the Tax Code states that Hotel Occupancy Tax funds may be used only if both parts of the following two-part test are met.

Part One requires that usage of Hotel Occupancy Tax funds must directly enhance and promote the tourism, convention and hotel industry by being expended to attract out-of-town visitors who will likely spend the night in one of the lodging venues in the unincorporated areas of Burnet County.

Part Two limits the use of Hotel Occupancy Tax funds to the following:

1. Convention center facilities or visitor information centers;
2. Registration of convention delegates;
3. Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates to the county;
4. Promotion of the arts;
5. Historical restoration and preservation projects or activities.

For more details on the Hotel Occupancy Tax Code please go to the Texas State Comptroller's website and click on the link [Chapter 352, Tax Code \(County\)](#).

Please note that venues offering only camping and/or RV sites do not collect a Hotel Occupancy Tax. While attracting campers and RV'ers has a positive economic impact on our community, they do not contribute to the fund from which you are requesting money.

FUNDING POLICIES:

1. The Burnet County Tourism Department will review all applications. Priority will be given to applicants based on their documented ability to directly promote tourism and the lodging industry in Burnet County by being likely to cause increased lodging activity in Burnet County lodging venues during the event.
2. Burnet County Hotel Occupancy Tax funding may participate in a sponsorship funding level with the Event Applicant. Funding level to be recommended by the Tourism Department and approved by the Burnet County Commissioners Court.
3. Event must be open to the public
4. Event *should be* at least two (2) days in length.
5. All event advertising must include appropriate representation for Burnet County and include the Burnet County tourism logo and the website or QR code for Burnet County Tourism.
6. 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 visitors by means of media sources that target audiences at least fifty (50) miles outside of Burnet County.
7. Event applications must be submitted no later than sixty (60) days prior to event.
8. Event application should include the following information on the applicant group:
 - A. Organizer information, including Board of Directors
 - B. Event date, location, anticipated attendance numbers
 - C. Listing of other Sponsoring organizations
 - D. Advertising plan
9. Event Applicants will provide a Post Event Report due no later than thirty (30) days following event. Failure to execute as per agreement could affect future funding.

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: _____ Bluebonnet Airshow

NAME OF ORGANIZATION: _____ Highland Lakes Squadron, Commemorative Air Force

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

PO Box 866, Burnet, TX 78611

CONTACT PERSON: _____ CAF Colonel Kirk D. Noaker, Sr.

LIST NAMES OF BOARD (if applicable):

Squadron Leader: Kirk D. Noaker, Sr. - Adjutant: Tim Reynolds - Maintenance: Sherman Quinlan

Finance: Joy Asbill - Safety: Pat Moore - Education: Jen Banton - Development: Janet King

DATES OF EVENT:

March 15 (Rehearsal), March 16 (Airshow Date)

PROJECTED ATTENDANCE: _____ Between 4,000 - 6,000

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):

\$5,000 (General - Top Tier)

** General: \$5,000.00 ** 12 (VIP TENT) 6 (VIP PARKING) Social Media Recognition / Thank you Ad

12 Airshow T-shirts, In-show PA Announcements / Recognition

WHAT IS YOUR ADVERTISING PLAN:

Nationwide Commemorative Air Force Communication Channels

Commemorative Air Force Dispatch Magazine

Multiple Print, Digital, and Social Media Channels

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

Cecil Atkisson Auto Group (\$5,000 +), Mission Golf Cars (\$3,000 +), Marble Falls Chevy (\$3,000 +)

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: Kirk Noaker

Print name: Kirk D. Noaker, Sr.

Title: Squadron Leader, Highland Lakes Squadron, Commemorative Air Force

Date: 1-31-2024

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

POST FUNDING REPORT

Due no later than thirty (30) days after event

Return to Burnet County Tourism Department, 220 S. Pierce St., Burnet, TX 78611

NAME OF SPONSORED EVENT: _____

NAME OF CONTACT PERSON: _____

ADDRESS/PHONE/EMAIL _____

ATTACH COPIES OF ADVERTISING/SOCIAL MEDIA POSTS ETC.

ACTUAL ATTENDANCE OF EVENT BY DAY:

"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: _____

Title: _____ Date: _____

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.

☐

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.

☐

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).

☐

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CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.



COMMEMORATIVE AIR FORCE

2024 Bluebonnet Airshow Sponsor Levels



SPONSORSHIP LEVEL _____

Sponsor name _____

Contact name _____

Phone _____

Email address _____

Mailing address _____

SPONSORSHIP LEVEL	Amount	VIP Tickets	VIP Park	GA Tickets	Social Media Post	Thank You Ad	Airshow T-shirts	Showtime PA
General:	\$5,000.00 **	12	6	0	Yes x 6	Yes	12	Yes
Colonel:	\$2,500.00.**	8	4	0	Yes x 4	Yes	8	Yes
Lieutenant:	\$1,500.00 **	6	3	0	Yes x 3	Yes	6	Yes
Chief MSgt.:	\$1,000.00	4	2	0	Yes x 2	Yes	4	Yes
Airman:	\$500.00	0	1	4	Yes x 1	Yes	1	Yes
Friend of the Show:	\$250.00	0	0	2	No	Yes	1	Yes

** NOTE: Includes your banner hung on the street fence and airport fence to the right of the ticket booth

Sponsorship Coordinator: Tina Bonorden, 512-983-7832 **Email:** tina@bonorden.net

Complete this form and T-shirt order form and send with check to:

Highland Lakes Squadron, Attn: Airshow Sponsorship, PO Box 866, Burnet, TX 78611.

Contact Tina to arrange other forms of payment, as well as delivery/pickup of tickets, parking passes, and T-shirts