

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: March 1, 2024

NAME OF EVENT: Lakefest

NAME OF ORGANIZATION: Marble Falls Highland Lakes Area Chamber of Commerce

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

910 2nd St., Marble Falls, TX 78654

CONTACT PERSON: Katie Savage

LIST NAMES OF BOARD (if applicable):

DATES OF EVENT:

June 8-9

PROJECTED ATTENDANCE: 6,000-8,000

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):

please see attached

WHAT IS YOUR ADVERTISING PLAN:

Social Media, Facebook paid ads, Radio,
Posters, Faxmail, possibly a digital
billboard.

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

please 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: Katie Savage

Print name: Katie Savage

Title: Special Events Coordinator

Date: March 1, 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****

ANNUAL

JUNE 7TH - 9TH, 2024

Lakefest

Feel the rumble beneath your feet as the biggest drag boats races down the liquid quarter-mile track at speeds up to over 250mph! With the Show & Shine, food, craft vendors, and super-fast boats, this is sure to be a party you won't want to miss! Average Attendance: 4,000-8,000 People + Live Stream Audience

PRESENTING 1 AVAILABLE

\$15,000 INVESTMENT

- 50 GA & Pit Passes
- 8 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Company poster/sign displayed as "Lakefest is brought to you by..." in the beverage/token booth area
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

LANE/START LINE 3 AVAILABLE

\$5,000 INVESTMENT

- 20 GA & Pit Passes
- 4 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Lane 1, Lane 2, Starting Barge; Announcer mentions your company on main stage at the start of every race throughout the 2-Day Race

CLASS

\$1,000 INVESTMENT

- 8 GA & Pit Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on website
- Exhibitor Space in Vendor Area
- Announcer mentions your company on main stage and throughout 2-Day Race

BIG TENT 1 AVAILABLE

\$10,000 INVESTMENT

- 30 GA & Pit Passes
- 6 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Hyperlink in email blasts
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

SHOW & SHINE

\$3,000 INVESTMENT

- 12 GA & Pit Passes
- 2 Top Eliminator Club Weekend Passes
- On-Air Mentions on all radio interviews
- Sponsor Signs/Banners to be displayed
- Company logo on all promotions, publicity, including prints, ads, flyers, posters & website
- Exhibitor Space in Vendor Area
- Business mentions on Facebook page (13k+followers)
- Announcer mentions your company on main stage and throughout 2-Day Race

BANNER

\$500 INVESTMENT

- 4 GA & Pit Passes
- Sponsor Signs/Banners to be displayed
- Announcer mentions your company on main stage and throughout 2-Day Race

ANNUAL

JUNE 7TH - 9TH, 2024

Lakefest

Additional Business Exposure Opportunities

The amount for the following are determined at the time of the event and current prices/supply & demand. These are available to work within any budget.

- Top Eliminator Club (VIP Experience, Limited Tickets)
 - Private Bar
 - Sodas
 - Catered Breakfast
 - Catered Lunch
 - Water
 - Covered Patio Tent
 - Lanyards
- Merchandise Tent
 - Tshirts
 - Koozies
 - Hand Fans
 - Ball Caps
- Adult Beverage Tent
- Main Entrance Tent
- Wristbands
- SDBA Trophies
- ICE Truck
- Security
- EMS
- Volunteers
 - Lunch
 - Waters
 - T-shirts
- Water
- Radio
- Restroom/Port-A-Potties
- Newspaper/Magazine
- Canopy Row

We love new ideas!