

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: FiestaJAM 2024

NAME OF ORGANIZATION: FiestaJAM on Lake Marble Falls 501C3

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

906 Ave D Marble Falls, TX 78654

CONTACT PERSON: Richard Westerman

LIST NAMES OF BOARD (if applicable):

Richard Westerman, Robert Linder, Andrea Welch, Tex Toler, Leslie Collier, and John A Martin

DATES OF EVENT:

October 10th, 11th, and 12th

PROJECTED ATTENDANCE: 3000 (Note: We are planning a week long even
of April 20, 2025. Likely 2 events a year-spring and Fall)

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

WHAT IS YOUR SPONSORSHIP LEVEL PROPOSAL (including benefits):

Event Sponsor-\$5000. Logo on all printed and online marketing.

Banner at Event- VIP passes

WHAT IS YOUR ADVERTISING PLAN:

We are using a "professional PR" individual—utilizing Posters, All Social Media, Newspapers, Magazines, Radio, and TV plus You Tube videos.

LIST OTHER SPONSORS PARTICIPATING AND LEVEL OF PARTICIPATION:

We are just starting the process of acquiring sponsors. City of Marble Falls \$10,000. We have applied to the Marble Falls EDC for \$5000

Our Corporate Title Sponsor \$10,000. Music Sponsor \$2500, Song Sponsor \$1000. Lyric Spons (Same Levels as last year)

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 and federal laws and regulations regarding use of Hotel Occupancy Tax.

"I affirm and declare the foregoing to be true statements. Falsifying a government record is a class "A" misdemeanor under Texas Penal Code 37.10".

Signature: Richard Westerman

Print name: Richard Westerman

Title: President

Date: July 24, 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****

FiestaJAM on Lake Marble Falls

October 10th, 11th & 12th

List of events:

October 10th (at Lakeside Pavilion)

- 1) Preliminary round of the Kent Finlay Texas Song Search. The winner will secure place as a finalist in our April 2025 event.
- 2) Kickoff event with John A Martinez, Brandon Barnhill and Wake Eastman.
- 3) All female songwriters round featuring Terri Hendrix, Sarah Pierce, and Susanna Gibson

October 11th (at Lakeside Pavilion)

- 1) Day Event will feature Walt Wilkins and Friends including Bernie Nelson (This list will be complete next week.)

October 12th (at Brass Hall)

- 1) The Outlaw Firm
- 2) Shak Russel
- 3) Micheal Hern
- 4) Shawn Camp

We will also have Randy Collier and Grassland worked into the schedule.

We are working with Doug Winters of Bear King brewing. He is working with Lacey D with our Parks Dept. to put together a beer & wine tasting event with local brewers at Lakeside Pavilion during the day. We will have our finalist with the Kent Finlay Texas Search playing a few songs each for their entertainment.

Acts are subject to change as these entertainers/songwriters may have a change in schedules. FiestaJam's goal is to bring Grammy quality entertainment to the Texas Country.