

Sponsored Event: Walkway of Lights (Marble Falls Chamber)

Date: Nov 21, 2025- Jan 3, 2026

Suggested sponsor level: Silver (\$1500)

44 nights of business recognition

Logo on home page of Chamber website

Logo listed on marblefalls.org

Half Page ad in WOL brochure

Business mention on Facebook page

Use of HOT funds under the following:

b) Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

c) Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Nov. 21, 2025-
Jan. 3, 2026

Walkway of Lights

From locals to tourists from around the country, the Walkway of Lights has been a staple in the Marble Falls Community for 34 years. With an average attendance of 44,800 sculpture spectators, the Walkway of Lights can continue to be a festive family tradition with your support!

PRESENTING

\$3,500 Investment

Non Chamber Members \$3,600

1 Available

CLAIMED

- 44 Nights of company recognition
- Business promoted on WOL sign display
- Company logo on home page of Chamber's website
- Company poster/sign displayed as "Walkway of Lights is brought to you by..." in the concession stand area
- Full Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Option to handout promotional materials (Entrance & Exit)
- Business mention on Facebook page (13k + followers)

PREMIER

\$2,500 Investment

Non Chamber Members \$2,575

- 44 Nights of company recognition
- Business promoted on WOL sign display
- Company logo on home page of Chamber's website
- Full Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Option to handout promotional materials (Entrance & Exit)
- Business mention on Facebook page (13k + followers)

SILVER

\$1,500 Investment

Non Chamber Members \$1,550

- 44 Nights of company recognition
- Business promoted real estate - display your logo as a light sculpture for the duration of Walkway (business provides the sculpture)
- Company logo on home page of Chamber's website
- Logo listed on Marblefalls.org
- Half Page Ad in WOL Brochure (thousands of copies are handed out throughout the event duration)
- Business mention on Facebook page (13k + followers)

PARTNER

\$500 Investment

Non Chamber Members \$525

- Logo listed on Marblefalls.org
- Business mention on Facebook page (13k + followers)
- Shared page listed in the WOL Brochure (thousands of copies are handed out throughout the event duration)

BURNET COUNTY EVENT SPONSORSHIP APPLICATION
EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Walkway of Lights

DATE(s) OF EVENT: Nov. 21, 2025 - Jan. 3, 2026

CONTACT PERSON: Katie Savage

MAILING ADDRESS (street, city, state, zip) 916 2nd St. Marble Falls, TX 78654

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

PROJECTED ATTENDANCE: 42,000 - 44,000
Please be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)
Please see attachment

ADVERTISING/ MARKETING PLAN:
Local Media, Newspaper, Magazine, email, radio

LIST OTHER SPONSORS PARTICIPATING:
Please see attachment

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: Director of Special Events Date: Aug. 18, 2025

APPROD CC 10/14/25
[Signature]



BURNET COUNTY AGENDA ITEM REQUEST FORM

MEETING DATE: 10/14/25

GENERAL DESCRIPTION OF ITEM: sponsor for Marble Falls Chamber

THIS ITEM REPRESENTS A:

- New issue, project, or purchase
- Routine, regularly scheduled item
- Follow-up to previously discussed item
- Special item
- Other

PRIMARY CONTACT/STAFF MEMBER: Blair Manning, Tourism & Mktg Director

BUDGETARY IMPACT OF AGENDA ITEM:

Total Estimated Cost:	<u>\$1500</u>	
Source Funds:	<u>140-6640-4580</u>	
Is item already included in fiscal year budget?	☒ Yes	☐ No
Does item represent a new expenditure? <u>FY26</u>	☒ Yes	☐ No
Does item represent a pass-through purchase?	☐ Yes	☒ No
If so, pass-through entity		
Procurement Needed:	☐ Yes	☒ No

ACTIONS REQUESTED: approval from comm. court for sponsorship

LIST BACK-UP DOCUMENTS ATTACHED (names of documents and/ or files):

Sponsor cover letter / requests form from vendors.

LIST BACK-UP DOCUMENTS NOT ATTACHED (to be sent by Friday at noon prior to the meeting date requested):

Blair Manning
Elected Official/Department Head

DATE and TIME: 9/30/25

Approved:

By _____
County Judge

OR

By _____
Commissioner Pct. _____

All contracts, contract amendments, staff agreement, grant applications, memorandums of understanding, and interlocal agreements must be submitted to the Burnet County Auditor and complete a compliance review before being placed on the Commissioners Court agenda.

Agenda items and supporting documents are due to Court Coordinator's Office (Rm. 201) or countyjudge@burnetcountytexas.org no later than noon on Tuesday prior to the meeting date requested. If a Burnet County Holiday falls within 72 hours before that Tuesday, the deadline will be moved earlier to ensure compliance with Government Code § 551.043.