

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Hill Country Downhill 2026

DATE(s) OF EVENT: 1/10, 2/7, 3/15, 4/12, 5/31 + 2/21 Spiderversary

CONTACT PERSON: Brian Stevens

MAILING ADDRESS (street, city, state, zip) 200 Greenwood Hills Trail, Burnet, TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

N/A

PROJECTED ATTENDANCE: 300-500 per race/event
Please be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

listed in attached proposal

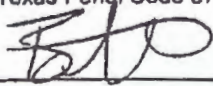
ADVERTISING/ MARKETING PLAN:

listed in attached proposal

LIST OTHER SPONSORS PARTICIPATING:

Bike Farm, RPR Dirtworks, SRAM, Tray Lee Designs, IC

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: 

Print name: Brian Stevens

Title: Community Manager Date: 1/30/2026

Sponsored Event: Spider Mountain Downhill Series

Date: 1/10/26, 2/7/26, 3/15/26, 4/12/26, 5/31/26 & 2/21 Spiderversary

Suggested sponsor level: \$1000

Marketing placement on social media

Marketing placement on website

On site individual banner space

On site/ social media spider king mentions

Video overlay for HCHD posts and reels

Use of HOT funds under the following:

a) Registration of Convention Delegates: the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

e) Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:
Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the county or its vicinity.

Approved CC
2/20/26
BW

- Featured stories in the local columns, such as Terri Schexnayder's "The Highlander" column.
- Distribution of fliers throughout the local Chamber offices, libraries and arts venues will also increase visibility for this important public concert which helps our organization raise funds for our Spicewood Arts Scholars program.

Outcome & Tourism Impact

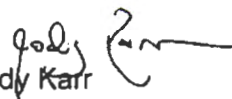
This multi-layered marketing approach ensures broad exposure across **multiple acceptable advertising channels** and is specifically designed to draw visitors from outside Burnet County. By promoting the event as a **destination performance**, the campaign supports increased visitation, overnight stays, dining, winery visits, and overall economic impact for Burnet County.

List Other Sponsors Participating:

- Texas Commission on the Arts
- Spicewood Vineyards
- Opie's BBQ
- Lake Friends Realty
- Austin Area Car Club

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:

Print Name: Jody Karr 

Title: Board VP-Giving

Date: 2/3/26

- Arts and cultural travelers
- Wine tourism and destination event audiences
- Austin, San Antonio, and Hill Country lifestyle and entertainment publications – Texas Highways, 101 Things to Do in Highland Lakes

Paid ads will promote the performance as a **destination experience**, highlighting the nationally recognized band, the scenic Hill Country vineyard setting, and proximity to lodging, dining, and wineries.

2. Email & Direct Marketing

Spicewood Arts maintains an established **regional email list** that includes patrons and ticket buyers throughout Central and North Texas. Dedicated email campaigns will be sent to:

- Past ticket buyers from outside Burnet County
- Partner organization lists and arts networks
- Tourism and music-interest databases

These campaigns will emphasize travel planning, encourage overnight stays, and include links to Burnet County lodging and visitor information.

3. Partner & Tourism Promotion

Spicewood Arts will collaborate with:

- Spicewood Vineyards
- Lodging properties and destination marketers – La Quinta; Holiday Inn (Marble Falls); Sonesta (Bee Caves, Tx)
- Music performers' marketing services - focused on their resources from other geographies where they have performed over the past year.

Partners will amplify marketing through their own channels, including social media, websites, and visitor newsletters, further extending reach outside the county.

4. Print & Radio Advertising

Our marketing outreach will include the Highland Lakes (Burnet and Llano County) area through:

- Radio interviews/ticket giveaways on KBEY-FM

Burnet County Event Sponsorship Application

Name of Event: *Spicewood Live!* Public Concert Series (Featuring Blue Water Highway, Asleep at the Wheel, and the Tony Campise Memorial Big Band)

Date(s) of Event: 3/6/26, 4/11/26, 5/1/26

Contact Person: Jody Karr (deepbluegrantconsulting@gmail.com, 512-983-9946)

Mailing Address:

Spicewood Arts
P.O. Box 533
Spicewood, TX 78669

Board Members of Event/Organization (if applicable):

- Karen Noecker, President
- Rey Ximenes, VP-Performing Arts
- Jody Karr, VP-Giving
- Lin Hastings, Secretary/Treasurer

Projected Attendance: 660

Please be sure you comply with Texas Health and Safety Code 751 regarding mass gatherings.

Sponsorship Level Proposal: (include list of benefits) \$1000

Sponsor Benefits at the \$1000 level (Advocate of the Arts) include:

- Your Business will receive promotion through Spicewood Arts' electronic newsletters. Up to 800 views for each mailing
- Your Business will receive promotion through Spicewood Arts' Facebook page, via the introduction of your company as a key sponsor of Spicewood Arts
- Your Business Logo will be displayed on posters at all events at these levels/sizes. Patron – 4" x 6". Sponsor – 4" x 4". Advocate – 3" x 4". Supporter – 2" x 4"
- Your Business Logo will be displayed on the Spicewood Arts website, including a link to your business website.

Advertising/Marketing Plan:

1. Digital & Social Media Advertising

Spicewood Arts will utilize **paid and organic social media advertising** across Facebook, Instagram, and YouTube, geo-targeted to users located **50–200+ miles from Burnet County**. Campaigns will target:

- Live music enthusiasts
- Americana, Western Swing, Texas roots, and Jazz music fans

Sponsored Event: Spicewood Live

Date: 3/6/26, 4/11/26, 5/1/26

Suggested sponsor level: \$1000

Business promoted through Spicewood Arts electronic newsletters

Business promoted through Spicewood Arts Facebook page

Business logo on posters at all events

Business logo on Spicewood Arts website

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.

APPRD CL
2/11/26
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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.

OFFICE USE ONLY

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).

Date Received

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.

1 Name of vendor who has a business relationship with local governmental entity.

Spider Mountain Bike Park

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).



Hill Country Downhill Series 2026

Sponsorship Proposal

Overview

Spider Mountain presents the Hill Country Downhill Race Series. A multi-race series focused on growing and progressing the sport of mountain biking in the state of Texas. In true downhill fashion, this race event will be a one-run, best-time wins format with 5+ races making up the series and racers collecting points at each race to compete for the grand prize series winner. This event will bring huge numbers of riders to Spider and will gain national attention through the marketing leading up to it and the media coming out of the event itself.

1st 2026 Round Dates (2nd round TBA)

- Race #1: 1/10/2026
- Race #2: 2/7/2026
- Race #3: 3/21/2026
- Race #4: 4/25/2026
- 5/23/2026 Texas Downhill State Championship

BONUS EVENT

- Spiderversary/Highland Lakes MTB Fest 2/21-2/22/2026

Tier 1 \$1000- Sponsorship Includes

- Marketing Placements
 - Social Media
 - Website
 - On-site individual banner placement space (business provided)
 - On-site/social media Spidie King mentions
 - Video Overlay for ALL HCDH POSTS/REELS (small logo)

Tier 2 \$2000 Sponsorship Includes

- Marketing Placements (races 1-5)
 - Social Media
 - Newsletter
 - Website
 - Video Overlay (large logo)
- On-Site Placements
 - Base area (photo op)
 - Vendor space



- Banner placements (Spider provided)
- Spider Perks
 - 1 night at Thunderbird Lodge
 - 10 lift tickets

Tier 3 2026 \$3000- Annual Sponsorship Includes

- Marketing Placements (ALL races)
 - Social Media
 - 2x On-site media custom sponsor promo(s)
 - Newsletter
 - Website
 - Video Overlay (large logo)
- On-Site Placements (ALL races)
 - Podium banner (photo op)
 - Vendor space
 - Year round banner/sign placements (Spider provided)
- Spider Perks
 - 2 nights at Thunderbird Lodge
 - 20 lift tickets

Value to you

- Instagram - 24.2k followers
- Facebook - 18k followers
- Newsletter - 5k subscribers
- Website - 8k users monthly + 2 minute average engagement time
- Race day media: up to 250 racers per day. 500 per weekend. photos and videos featuring your logo will be captured by us as well as our community and shared with a broad audience.