

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

NAME OF EVENT: 2nd Annual Wakepoint Open - 2026

DATE(s) OF EVENT: July 31 - August 1, 2026

CONTACT PERSON: Richard Westlund

MAILING ADDRESS (street, city, state, zip) 222 Hannah's Way, Burnet TX 78611

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Richard Westlund - President, Jody Bowers - Secretary, Brady Westlund - Director

PROJECTED ATTENDANCE: 700-1000

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

Platinum Level - ~~\$10,000~~ (see attached)

ADVERTISING/ MARKETING PLAN:

Multi-tiered strategy across multiple platforms. See attached marketing strategy and brochure

LIST OTHER SPONSORS PARTICIPATING:

Last year's event attracted a wide variety of local and corporate level sponsors and we anticipate an increased interest from both this year. Please see attached the 2025 sponsor list as an example of the types of sponsors this event draws.

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: Richard S. Westlund

Print name: Richard Westlund

Title: President Date: December 29, 2025

Sponsored Event: Wakepoint Open

Date: July 31-August 1, 2026

Suggested sponsor level: \$2500 (GOLD)

4 VIP drink and food tickets for Friday and Saturday

4 Event bags

2nd billing on all social posts, digital boards, event shirt and banner

giveaway for VIP drink/food and event bags on BCT social media prior to event

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
2/10/26
BW