Sponsored Event: FIESTA JAMS 2026

Date: November 6-8

Suggested sponsor level: $1,000

- logo & link featured on fiestajam.org
- logo included on sponsor signage
- VIP seating for 2 (Saturday + Sunday).

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.

approved 10/13/25

BURNET COUNTY EVENT SPONSORSHIP APPLICATION

EVENT MUST BE OPEN TO THE PUBLIC

NAME OF EVENT: Fiesta JAM 2026

DATE(s) OF EVENT: November 6, 7, 8, (2026)

CONTACT PERSON: Richard Westerman

MAILING ADDRESS (street, city, state, zip) 906 Ave D Marble Falls, TX 78654

BOARD MEMBERS of EVENT/ORGANIZATION (if applicable):

Richard Westerman, John A Martinez, Robert Linder, Tim Cardinal, Sissy Anderson, Amber Westerman, Krissy Taylor

PROJECTED ATTENDANCE: 5000 +

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

SPONSORSHIP LEVEL PROPOSAL: (include list of benefits)

$ 5000.00 See Attached

ADVERTISING/ MARKETING PLAN:

See budget attached/ Social Media Austin & San Antonio Now spot, Time N Texas Magazine all local New Papers, & Radio, Posters, etc.

LIST OTHER SPONSORS PARTICIPATING:

See budget Attached: City of Marble Falls, Marble Falls EDC etc

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 Westerman

Print name: Richard Westerman

Title: President Date: 9-1-26

FIESTA JAM 2026

Sponsor Opportunities

Support a three-day music festival featuring three solid nights of live concerts including Grammy-winning artists and acclaimed songwriters, engaging songwriter seminars, and live singer-songwriter competition.

Your sponsorship support helps us bring a lineup of world-class talent to the stage while also supporting youth music education and local area songwriter development programs.

NOV 6-8

Round Mountain Cider Mill
222 Lee Lane, Round Mountain TX

CITY OF Marble Falls TEXAS

CIDER MILL EST. 2024 ROUND MOUNTAIN

Title Sponsor $25,000

- Logo on top of all print/online marketing
- Recognized on radio ads & interviews
- Recognized in press & media
- Recognized from stage at concerts
- Logo & link featured on fiestajam.org
- Logo on stage backdrop
- Logo on signage throughout event
- VIP Seating for 10 (Saturday & Sunday)

Presenting Sponsor $10,000

- Logo featured on all print/online marketing
- Recognized on radio ads & interviews
- Recognized in press & media
- Recognized from stage at concerts
- Logo & link featured on fiestajam.org
- Logo on signage throughout event
- VIP Seating for 8 (Saturday & Sunday)

Event Sponsor $5,000

- Logo included on all print/online marketing
- Recognized on radio ads & interviews
- Recognized in press & media
- Recognized from stage at concerts
- Logo & link featured on fiestajam.org
- Logo on signage throughout event
- VIP Seating for 6 (Saturday & Sunday)

Music Sponsor $2,500

- Logo included on print/online marketing
- Recognized in press & media
- Logo & link featured on fiestajam.org
- Logo on signage throughout event
- VIP Seating for 4 (Saturday & Sunday)

Song Sponsor $1,000

- Logo & link featured on fiestajam.org
- Logo included on sponsor signage
- VIP Seating for 2 (Saturday & Sunday)

Lyric Sponsor $500

- Logo & link featured on fiestajam.org
- VIP Seating for 2 (Saturday & Sunday)

FIESTA JAM 2026

NOV 6-8

Round Mountain Cider Mill

3 Days of Concerts • Songwriter Showcase
Song Swaps • Songwriter Seminars
The Kent Finlay Texas Song Search Finals
Silent Auction • Food • Drinks • & More!

























*Lineup subject to change

Tickets & Schedule at
fiestajam.org

CITY OF Marble Falls TEXAS

CIDER MILL ROUND MOUNTAIN