

2015 Oatmeal Festival Sponsorship Letter



“Endeavoring to ensure scholarship opportunities and supporting programs to enhance our community”.

Dear Festival Supporter,

Bring your Sugar and come out to the 38th annual Oatmeal Festival, hosted by the Oatmeal Festival Association. This year’s festival will be held on Saturday, September 5, 2015 in Historic Downtown Bertram, Texas. We hope that you will be able to take part in one or more of the many exciting events that we are offering this year and experience firsthand the pride we take in supporting our cause.

Our mission is “Endeavoring to ensure scholarship opportunities and supporting programs to enhance our community”. In order to meet our mission and provide services in our community, we rely on the generosity of individuals and businesses for support. Last year we raised \$11,000 through our sponsorship program, of which, \$2,750 was allocated to our scholarship account to help fund five scholarships to last year’s graduating senior class. Our goal this year is to raise \$15,000 through our sponsorship program.

We continue to embrace and take great pride in our unique identity as one of the wackiest, most imaginative small-town festivals anywhere. This one day festival will feature a Grand Parade, 3.3K Run for Your Oats Fun Run, zany games, food, arts and crafts, water related kid events, musical performances, and a true Texas street dance in Downtown Bertram featuring People’s Choice Band! We are also excited to announce the return of the **Austin Steam Train’s Oatmeal Flyer** to this year’s event!

The Oatmeal Festival Association is a Texas non-profit organization. We hope that you are interested in joining our effort to continue the tradition that is the Oatmeal Festival and promote the talents of area artists and musicians and provide the venue for creative inspiration for future generations.

Thank you for your consideration and support of this worthy event. We hope you will take this opportunity to become an Oatmeal Festival supporter. Feel free to contact me with any questions about sponsorship opportunities with the Oatmeal Festival at (512) 971-6396.

Sincerely,

Doris Allen, Sponsorship Chair
Oatmeal Festival Board of Director

Sponsorship Committee:

Doris Allen
512-971-6396

April Baladez
830-613-5435

Karen Lester
512-627-0536

Evan Milliorn
512-876-6943

Sponsorship Levels & Benefits

Premier Sponsor - \$800

- Main stage sponsorship.
- 4' x 6' full color banner sign solely containing your company logo displayed at the main entrance and two other locations.
- Print ad recognition containing company logo and text (local and regional).
- Radio ad recognition (local and regional).
- Press release mention.
- Prominent logo recognition as a premier sponsor of Festival in advertisements in local paper.
- Logo recognition in Festival brochure.
- Logo recognition on Festival t-shirts and cups.
- Prominent logo recognition with link to your website or social media site on Festival website.
- Recognition on Festival Facebook and Twitter accounts.
- MC acknowledgement throughout the day.

What you get:

- Sponsorship gift bag.
- 8 free Festival t-shirts.
- 6 free tickets to the Street Dance.
- Two 10' x 20' complimentary vendor booth spaces.
- Display promotional material at Festival informational booth.

Associate Sponsor - \$500

- Main stage sponsorship.
- 2' x 6' full color logo banner sign containing all Associate Sponsors displayed at main entrance.
- Print ad recognition containing company logo and text (local and regional).
- Press release mention.
- Logo recognition on Festival t-shirts and cups.
- Prominent logo recognition with link to your website or social media site on Festival website.
- Recognition on Festival Facebook and Twitter accounts.
- MC acknowledgement throughout the day.

What you get:

- Sponsorship gift bag.
- 6 Festival t-shirts.
- 4 tickets to the Street Dance.
- One 10' x 20' complimentary vendor booth space.

Sponsorship Levels & Benefits

Title Sponsor - \$250

- Logo recognition on Festival t-shirts and cups.
- Event signage recognition.
- Prominent logo recognition with link to your website or social media site on Festival website.
- Recognition on Festival Facebook and Twitter accounts.
- MC acknowledgement throughout the day.

What you get:

- Sponsorship gift bag.
- 2 Festival t-shirts.
- One 10' x 20' complimentary vendor booth space.

Friend Sponsor - \$100

- Prominent logo recognition with link to your website or social media site on Festival website.
- Recognition on Festival Facebook and Twitter accounts.
- MC acknowledgement throughout the day.

What you get:

- Sponsorship gift bag.
- 1 Festival t-shirt.

[Sponsorship form on following page.]

Sponsorship Form

CONTACT INFORMATION:

Name: _____

Company/Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Shirt Size(s): _____

Vendor Exhibit Space: _____ YES _____ NO

Logo Use:

All sponsors are requested to provide a large high-resolution logo (preferably JPEG, PNG, PDF) or representative mark/text for use in Oatmeal Festival promotional materials. If such a mark is not provided, an approximation will be used. If an acceptable image is not provided by the sponsor, the Oatmeal Festival Association and its agents are not responsible for any representation used in promotional materials.

Please make checks payable to the Oatmeal Festival Association

Return by June 30, 2015 to:

Oatmeal Festival Association

PO Box 70 Bertram, Texas 78605

Email logos to dallen2045@aol.com

www.oatmealfestival.org

