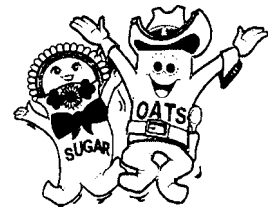


2019 Oatmeal Festival Sponsorship Letter



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

Dear Festival Supporter,

Bring your Sugar and come out to the 42nd annual Oatmeal Festival, hosted by the Oatmeal Festival Association. This year's festival will be held on Saturday, August 31st, 2019 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 community, the youth, and area businesses.

Our mission is, "Endeavoring to ensure scholarship opportunities and supporting programs to enhance our community." To meet our mission and provide services in our community, we rely on the generosity of individuals and businesses for support. Last year, through our sponsorship program, we allocated \$7,500 to our scholarship account and helped fund five scholarships to last year's graduating senior class. Our goal this year is to continue this endeavor and we hope to raise \$25,000 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 in the nation. This one day festival will feature a Grand Parade, Oatmeal bake off, 3.3K 'Run for Your Oats' Fun Run, zany 'World Championship' games, BBQ competition, 'Friends of the Library' scavenger hunt, pop up water park for the kids, entertainment and musical performances by local acts, and a true Texas street dance in downtown Bertram!

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 legendary Oatmeal Festival, and promote the talents of area artists and musicians, showcase local businesses, provide a venue for creative inspiration of future generations, and of course, raise money for the community!

Thank you for your kind consideration and support of this worthy event. We hope that you will take this opportunity to become an Oatmeal Festival supporter. Please feel free to contact us with any questions you may have about sponsorship opportunities with the Oatmeal Festival.

Sincerely,

Oatmeal Festival Board of Directors

Sponsorship Chairpersons:

Stassi Vance
512-876-5338

April Baladez
830-613-5435

Stephanie Fitzsimmons
210-482-0680

Sponsorship Levels & Benefits

Premier Sponsor - \$1000

- ▶ Main stage sponsorship
- ▶ 4' x 6' full color banner sign solely containing your company logo displayed at the main entrance and logo recognition at 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 The Oatmeal Festival brochure
- ▶ Logo recognition on The Oatmeal Festival t-shirts and cups
- ▶ Prominent logo recognition with link to your website or social media site on The Oatmeal Festival website
- ▶ Recognition on The Oatmeal Festival Facebook and Twitter accounts
- ▶ Master of Ceremonies acknowledgement throughout the day of The Oatmeal Festival

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
- ▶ Commemorative hand-crafted ceramic bowl
- ▶ Meet and greet during sponsorship dinner at The Globe Theater

Associate Sponsor - \$600

- ▶ 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 The Oatmeal Festival t-shirts and cups
- ▶ Prominent logo recognition with link to your website or social media site on the Oatmeal Festival website
- ▶ Recognition on The Oatmeal Festival Facebook and Twitter accounts

- ▶ Master of Ceremonies acknowledgement throughout the day of The Oatmeal Festival

What you get:

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

Title Sponsor - \$350

- ▶ Logo recognition on The Oatmeal Festival t-shirts and cups
- ▶ Event signage recognition
- ▶ Prominent logo recognition with link to your website or social media site on The Oatmeal Festival website
- ▶ Recognition on The Oatmeal Festival Facebook and Twitter accounts
- ▶ Master of Ceremonies acknowledgement throughout the day of The Oatmeal Festival

What you get:

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

Friend Sponsor - \$200

- ▶ Prominent logo recognition with link to your website or social media site on The Oatmeal Festival website
- ▶ Recognition on The Oatmeal Festival Facebook and Twitter accounts
- ▶ Master of Ceremonies acknowledgement throughout the day of The Oatmeal Festival

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, 2019 to:

Oatmeal Festival Association

PO Box 70 Bertram, Texas 78605

Email logos to Stephanie Fitzsimmons at

jumper-86@hotmail.com

www.oatmealfestival.org