

2022 Oatmeal Festival Association 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 45th annual Oatmeal Festival, hosted by the Oatmeal Festival Association. This year's festival will be held on Saturday, September 3, 2022 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 \$10,000 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, kids fun zone, 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 Director

Sponsorship Chairs:

Brittney Smith
512-750-1215

April Baladez
830-613-5435

Sponsorship

Main Oatmeal Festival Sponsor (1): \$3,000

- “Oatmeal Festival brought to you by _____”
- Main Logo displayed across the top of the stage
- Prominent recognition on radio and print adds
- Prominent logo recognition on Oatmeal Festival Fliers
- Prominent logo recognition on Oatmeal Festival T-Shirts
- Prominent recognition on Oatmeal Festival Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- (1) Vendor spot
- Sponsorship appreciation package of (6) Wrist Bands to the Dance, (6) passes to the Appreciation Dinner, (4) T-Shirts

Stage Sponsor (Up to 3): \$1,500

- Main Stage Sponsorship is one of (3) Sponsors that will be predominately displayed on the main stage
- Prominent recognition as stage sponsor in radio and print adds
- Prominent logo recognition on Oatmeal Festival Fliers
- Prominent logo recognition on Oatmeal Festival T-Shirts
- Recognition on Oatmeal Festival Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- (1) Vendor spot
- Sponsorship appreciation package of (6) Wrist Bands to the Dance, (6) passes to the Appreciation Dinner and (4) T-Shirts

Premium Sponsor (Unlimited): \$1,000

- Banner placement around stage for event

Oatmeal Festival Bowl of Directors
PO Box 70
Bertram Tx 78605

- Logo recognition on Oatmeal Festival Flier
- Logo recognition on T-Shirts
- Recognition on Cups
- Prominent Logo recognition on Oatmeal Social Media Sites
- Sponsorship Announcement/Recognition from stage during Festival
- (1) Vendor spot
- Sponsorship appreciation package of (6) Wrist Bands to the Dance, (6) passes to the Appreciation Dinner and (2) T-Shirts

Title Sponsors:

Washer Tournament (Up to 2): \$500

- Sponsor of the Washer Tournament “Washer Tournament brought to you by _____”
- Banner Displayed at Washer Pits
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Kids Zone (Up to 4): \$500

- Sponsor of the Kids Zone “Kids Zone brought to you by _____”
- Banner Displayed at Entrance of Kid Zone
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Bake-Off Sponsor (1 Sponsor): \$500

- Sponsor of the Bake-Off “Bake-Off brought to you by _____”
- Banner Displayed at Bake-off location
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites

Oatmeal Festival Bowl of Directors
PO Box 70
Bertram Tx 78605

- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Oatmeal Festival BBQ Lunch (Up to 4): \$500

- Sponsor of the BBQ “Oatmeal BBQ brought to you by_____”
- Banner Displayed at BBQ serving area
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Run for your oats (Up to 4): \$500

- Sponsor of the Oatmeal Festival 5K “Oatmeal Festival 5K brought to you by_____”
- Banner Displayed at Starting Line
- Sponsorship Announcement/Recognition from stage during Festival
- Recognition on Oatmeal Festival Social Media Sites
- Logo recognition on Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup

Friends Sponsor (Unlimited): \$300

- Logo recognition on The Oatmeal Festival T-Shirt
- Recognition on Oatmeal Festival cup
- Logo Recognition on Oatmeal Festival Social Media Sites

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, 2022 to:

Oatmealfestivalsponsors@gmail.com

or

Oatmeal Festival Association

PO Box 70 Bertram, Texas 78605

Email logos to

oatmealfestivalsponsors@gmail.com

www.oatmealfestival.org