

March 29, 2021

Dear Friends,

The Bandera City Park is open and everyone is ready to have a great water party this year! Just think, warm, sunny weather, soft breezes and the splash of the cool, Medina River. Wow! **Bandera Business Association** is busy planning this popular annual event and we invite you to be part of it – ***RiverFest 2021!***

The **Bandera Business Association** is dedicated to promoting and increasing tourism in the City of Bandera. ***RiverFest*** is our biggest fundraiser and the funds generated support other tourism events. In previous years, we gave grants to the Pro Rodeo Association, Bandera Round Up, and National Day of the American Cowboy. We also manage and contribute to the Cowboys on Main Program, Shopper's Jubilee, Christmas Parade, and we support other local nonprofits as well.

You could have a significant effect on the success of these fine programs and promote your business at the same time! ***RiverFest*** affords you the opportunity to reach your market in a setting that has wide commercial appeal. The success of this event, coupled with your good name is a marketing dream.

Our sponsorships are offered at a reasonable price for maximum exposure in a fun and beautiful setting. Won't you join us this year? Check out the sponsorship levels attached, and give a call to our event team, Growth Resource, at 210-215-1995. We look forward to a great day on the River and a great summer for Bandera County!

Sincerely,

Cindy Beckham, President
Bandera Business Association