

April 23, 2021

Dear Friends,

The **Bandera Business Association (BBA)** has been faced with some important changes to our Riverfest event this year. Rather surprisingly, we are having to change this year's venue. We are pleased to announce that the **Twin Elm Guest Ranch** located at 810 FM-470 has graciously agreed to host the **2021 Riverfest**. With over 5 acres of property for us to set up our Car Show, Cook Off, arts & crafts vendors and food vendors, along with many family focused activities, it's sure to be a "big splash" this year! We're sure that everyone is ready to have a great Bandera party this summer! Just think of how far we've come in the last year, and to be able to hold an event in Bandera County at this level is simply exciting. The 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 and County of Bandera. As a non-profit, **Riverfest** is our biggest fundraisers 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 non-profits as well.

You could have a significant effect on the success of these fine programs and promote your business at the same time! **Riverfest** provides you the opportunity to reach your market in a setting that has wide commercial appeal. Our focus on **social media marketing** from Dallas to Houston, along the Coastal Bend, out to Del Rio and throughout the Hill Country should provide excellent opportunities for every business in Bandera County and beyond to be seen.

The extensive fencing along FM-470 at Twin Elm Guest Ranch is a grand opportunity for your **Company Banners** to be noticed prior to and during the event. We all know how many visitors use FM-470 as they head off for day trips and overnight stays in our Hill Country. The success of this event, coupled with your reputable business 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? Please consider helping our community keep the important activities that support keeping our local economy alive, while providing wonderful memories for our guests. Activities like this, that are designed for families, keep them wanting to come back to Bandera. Please check out the sponsorship levels to complete a sign up today.

We look forward to seeing you at the Riverfest! **Please contact me directly** with any questions or if you need assistance in signing up as a Sponsor.

Sincerely,

Cindy Beckham, President
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www.banderabusiness.com has all new Riverfest, Sponsorship and Event information.
It's easy to access and neatly organized for you.