



# FIESTA BASTROP SPONSOR INFORMATION FORM SATURDAY, JULY 3, 2021



## FIESTA BASTROP SPONSOR INFORMATION

*Thank you for considering the Sponsorship for Fiesta Bastrop! This event will take place on Saturday, July 3, 2021 and will be hosted at 1141 FM 969, Bastrop, Texas 78602.*

The goal of Fiesta Bastrop with the help of CASA of Bastrop, is to raise awareness on the importance of the lives of our youth. In addition, Fiesta Bastrop will provide a percentage of our proceeds to CASA of Bastrop along with monetary scholarships for our youth who are college-bound and entering as a freshman for the 2021-2022 school year (*Rules Listed Below*).

Fiesta Bastrop plans to continue the legacy and preserve our surrounding communities and cultural traditions. Without YOUR partnership and support of Fiesta Bastrop, our goal couldn't be fulfilled. We believe you will take part and support our goal and vision for Fiesta Bastrop.

- ✓ Are you looking for a great way to advertise your business or National Brand to new and old audiences in the Austin and Bastrop Market, partner with Fiesta Bastrop!
- ✓ Your business will be showcased from the date of Sponsorship and throughout the Fiesta Bastrop event. Sponsors will not only be showcased, but also through our audience via social media marketing and live radio broadcast campaigns.

Fiesta Bastrop expects a well-attended event. Our advertising campaign will have the potential to reaching tens of thousands in the Bastrop, Austin, and San Antonio Market and beyond.

View our Fiesta Bastrop Sponsorship Packages and let us know which would be a great fit for your business. All completed applications can be emailed to [fiestabastrop@gmail.com](mailto:fiestabastrop@gmail.com).



# FIESTA BASTROP SPONSOR INFORMATION FORM

**Registration Deadline June 4, 2021**

**Submit to [fiestabastrop@gmail.com](mailto:fiestabastrop@gmail.com)**



## SPONSOR INFORMATION FORM

### SPONSOR NAME WITH CONTACT INFORMATION

**Sponsor Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

*Last* *First* *M.I.*

**Address:** \_\_\_\_\_

*Street Address* *Unit #*

*City* *State* *Zip Code*

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Type of Entity:**  Business  Corporation  Non-Profit 501c3  Other *(Details listed below)*

**Payment Type:**  \*Business Check/Cashier's Check  CashApp - \$FiestaBastrop

PayPal – FiestaBastrop  Venmo - @FiestaBastrop

**\*All Business Checks/Cashier's Checks can be made out to Fiesta Bastrop and mailed or delivered to Vic's Bar-B-Que at 3502 Burleson Rd., Austin, Texas 78741. Receipt will follow.**

# Fiesta Bastrop Sponsorship Levels

## *Fiesta Bastrop on The Colorado Platinum | \$2,500*



### *Platinum Sponsorship Rights*

- ❖ Official Category Designation: Sponsor would have the right to call themselves one of the “Official” brand of Category Designation for Fiesta Bastrop.
- ❖ Right to use event name and likeness in approved promotions
- ❖ Right to create and interactive consumer experience.
- ❖ Onsite Footprint
- ❖ Logo displayed on promotional website
- ❖ Banner placement at no cost to Fiesta Bastrop Sponsor (4 x6)
- ❖ Media Exposure: Facebook and Website
- ❖ Fiesta Bastrop Entry with **Twelve (12) Tickets (\$300.00 Dollar Value)**
- ❖ Announcements throughout the event of Fiesta Bastrop
- ❖ Booth Space
- ❖ Four (4) Fiesta Bastrop T-Shirts



### *Texas Country Diamond*

**\$1,500**

- ❖ Right to use event name and likeness in **approved** promotions
- ❖ Right to create an interactive consumer experience.
- ❖ Onsite Footprint
- ❖ Logo displayed on promotional website
- ❖ Banner placement at no cost to Fiesta Bastrop Sponsor (4 x6)
- ❖ Media Exposure: Facebook and Website
- ❖ Fiesta Bastrop Entry with **Eight (8) Tickets (\$200 Dollar Value)**
- ❖ Announcements throughout the event of Fiesta Bastrop
- ❖ Booth Space



### *Lost Pines Silver*

**\$500**

- ❖ Media Exposure: Facebook and Website
- ❖ Fiesta Bastrop Entry with **Five (5) Tickets (\$125 Dollar Value)**
- ❖ Announcements throughout the event of Fiesta Bastrop
- ❖ Booth Space



### *Pinecone Bronze*

**\$250**

- ❖ **Announcement through-out the event**
- ❖ Fiesta Bastrop Entry **with two (2) Ticket entry (\$50 Dollar Value)**

## *Detail of the Sponsorship Rights and Regulations*

- **Physical Onsite Footprint** - on-location - mutually agreed upon by the Sponsor and Fiesta Bastrop - Use for brand activation, brand ambassador engagement, etc. Sponsor to provide staffing for Onsite Footprint as needed for onsite activation presence - duration TBD by Sponsor. Sponsor may use the footprint to hand out promotional items or directly engage w/ patrons. Sponsor must advise Fiesta Bastrop of what their brand activation would consist of. Fiesta Bastrop will review to ensure promotional material does not conflict with the mission and is appropriate for our event.
- Greet/Photo Opportunity w/ artists, pending artists'
  - **Vehicle Placement** - If Sponsor has a vehicle to display (dealership) or advertisement wrapped vehicle, they can utilize one spot within the festival or just outside the entrance. The location will be mutually agreed upon. Approval based on power availability, safety, and Fiesta Bastrop's discretion. Fiesta Bastrop needs to be informed of the use of Vehicle Placement option **prior to 6/10/21**
- **Banner Placement** - Placement spot for banners, includes one 4' x 6' spot displayed at venue
- **Additional Space** - Additional space provided for approved branded displays such as inflatables, flags, etc. The location will be mutually agreed upon. Approval based on power availability, safety, and Fiesta Bastrop's discretion.
  - **Announcements During Festival** - Sponsor will be introduced by name on stage throughout the event during the announcements between performances.
- **Media Exposure**
  - **Website** - Spotlighted on FiestaBastrop.com. Logo placed on the website listed as Official Category Sponsor, with link to the web address of the sponsor's choosing
  - **Social Media** - Mentioned on social media posts as one of the Official Category Sponsor at least once every two weeks and once a week on the final three weeks leading up to the event. This will be done on all available Social Media resources.
  - **Method of Payment** –  
CashApp: \$FiestaBastrop  
PayPal: FiestaBastrop  
Venmo: @FiestaBastrop
- **Tickets & Credentials**
  - **Tickets to Festival** - Sponsors can use these for employee awards, staff incentives, ticket giveaways, promotions, etc.
- **Booth Space** - Sponsor will have the option to utilize a booth space. The location will be mutually decided on by Sponsor and Fiesta Bastrop. Use for brand activation, brand ambassador engagement, etc. Sponsor to provide staffing for Booth Space as needed for onsite activation presence - duration TBD by Sponsor. Sponsor may use a booth to hand out promotional items or directly engage w/ patrons. Sponsor must advise Fiesta Bastrop of what their brand activation would consist of. Fiesta Bastrop will review to ensure promotional material does not conflict with the mission and is appropriate for our event.

### **Disclaimer and Signature**

*I certify that I understand the Sponsorship Agreement in its entirety for Fiesta Bastrop.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_