



MAY 19, 2018

SPONSORSHIP OPPORTUNITIES

The First Annual San Benito Hog Waddle Country Concert & Cook Off is currently seeking sponsorships from you and/your business. This event will take place on Saturday, May 19, 2018. Our goal is to support the City of San Benito's continued efforts to boost tourism by promoting the city's unique history through family-friendly cultural events and programming. This year's event will have food & craft vendors, games & family activities, cold beverages, and an evening concert under the stars with **Texas Country Music Superstar Mark Chesnutt!**



Mark Chesnutt



PLATINUM HOG
SPONSOR \$5,000

GOLD HOG
SPONSOR \$3,000

SILVER HOG
SPONSOR \$2,000

BRONZE HOG
SPONSOR \$1,000

HOG ROUND-UP
SPONSOR \$500

PORK CHOP
SPONSOR \$200

(DETAILS ON BACK)

CITY OF SAN BENITO

401 N. Sam Houston Blvd.
San Benito, TX
956-361-3804

www.cityofsanbenito.com

PLATINUM HOG SPONSOR - \$5,000 TITLE SPONSOR

Marketing Impressions via: As a Platinum Hog Sponsor of \$5,000, you will receive more than \$10,000 worth of shared advertising for your company with VIP treatment, which includes the following:

- Company name/logo placement on all collateral materials which include print advertisements – posters, brochures, newspaper ads & news releases
- (8) Banner placement in designated areas of the event (client must provide banners)
- (8) Banner placement at BBQ Cook-Off Area (client must provide banners)
- (25) PA announcement sponsorship acknowledgement on the day of the event
- (1) 20 x 20 tent on site for exhibitor
- Company name/logo as title sponsor on highway digital billboard
- Include (1) BBQ Team entry in competition
- (10) Tickets to the Hog Waddle Kick Off Party
- (10) VIP Seats for the Hog Waddle Country Concert Festival
- Company logo and link on event website/social media page
- (1) Autographed Guitar signed by concert headlining artist Mark Chesnutt
- (200x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)
- (20x) : 30 Shared Radio Commercials promoting the event (KTEX 100.3)

GOLD HOG SPONSOR - \$3,000

Marketing Impressions via: As a Gold Hog Sponsor of \$3,000, you will receive more than \$6,000 worth of shared advertising for your company with VIP treatment, which includes the following:

- Company name/logo placement on all collateral materials which include print advertisements – posters, brochures, newspaper ads & news releases
- (6) Banner placement in designated areas of the event (client must provide banners)
- (4) Banner placement at BBQ Cook-Off Area (client must provide banners)
- (15) PA announcement sponsorship acknowledgement on the day of the event
- (1) 10 x 20 tent on site for exhibitor
- Include (1) BBQ Team entry in competition
- (10) Tickets to the Hog Waddle Kick Off Party
- (10) VIP Seats for the Hog Waddle Country Concert Festival
- (100x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)

SILVER HOG SPONSOR - \$2,000

Marketing Impressions via: As a Silver Hog Sponsor of \$2,000, you will receive more than \$4,000 worth of shared advertising for your company with VIP treatment, which includes the following:

- Company name/logo placement on all collateral materials which include print advertisements – posters, brochures, newspaper ads & news releases
- (4) Banner placement in designated areas of the event (client must provide banners)
- (2) Banner placement at BBQ Cook-Off Area (client must provide banners)
- (10) PA announcement sponsorship acknowledgment on the day of the event
- (1) 15 x 15 tent on site for exhibitor (Friday & Saturday)
- (6) Tickets to the Hog Waddle Kick Off Party
- (6) VIP Seats for the Hog Waddle Country Concert Festival
- (75x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)

BRONZE HOG SPONSOR - \$1,000

Marketing Impressions via: As a BBQ sponsor of \$1,000, you will receive more than \$2,000 worth of shared advertising for your company with the following:

- (2) Banner placement at Hog Waddle Festival (client must provide banners)
- (2) Banner placement at BBQ Cook-Off area (client must provide banners)
- (10) PA announcement sponsorship acknowledgement on the day of the event
- (1) 10 x 10 tent on site for exhibitor
- (4) Tickets to the Hog Waddle Kick-Off Party
- (4) VIP Seats for the Hog Waddle Country Concert Festival
- (50x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)

HOG ROUND-UP SPONSOR - \$500

Marketing Impressions via: As a Hog Round-Up sponsor of \$500, you will receive more than \$1,000 worth of shared advertising for your company with the following:

- (1) Banner placement in designated areas of the event (client must provide banners)
- (10) PA announcement sponsorship acknowledgement on the day of the event
- (2) Tickets to the Hog Waddle Kick-Off Party
- (2) VIP Seats for the Hog Waddle Country Concert Festival
- (10x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)

PORK CHOP SPONSOR - \$200

Marketing Impressions via: As a Pork Chop sponsor of \$200, you will receive more than \$400 worth of shared advertising for your company with the following:

- (1) Banner placement in designated areas of the event (client must provide banners)
- (1) Banner placement at BBQ Cook-Off area (client must provide banners)
- (2) Tickets to the Hog Waddle Kick-Off Party
- (10x) :15 Logo placement on LED screen at Hog Waddle Festival (Logo provided by sponsor)

FEE & SCHEDULE

Total amount due upon signing. We accept cash or checks. No debit or credit cards.

Please make checks payable to: **City of San Benito / Hog Waddle 2018**

Note: \$30 fee will be assessed for any returned checks. To be paid in cash only.

MAIL CHECKS TO: CITY OF SAN BENITO, ATTN: HOG WADDLE SPONSORSHIP, 401 N. SAM HOUSTON BLVD., SAN BENITO, TX 78586

Please signify your acceptance of this proposal by signing one copy and returning it to our office with payment. Thank you for this opportunity, we look forward to a long and prosperous relationship.

Sincerely,

Luis Contreras
Museum Coordinator
City of San Benito

Art Garza
Parks and Recreation Director
City of San Benito

This proposal has been reviewed and accepted according to terms.

Company Name: _____ Representative: _____

Phone: _____ Email: _____

Sponsorship Package: _____ Amount Enclosed: _____

*NOTICE ON POLITICAL ADS – Office holder may place ad at the event which must read: **Sponsored by – (Name of the elected official and office they hold)**. Non-office holder can place ad only with name of individual or business and it must read: **Sponsored by – (Name of the business or individual)**.

Signature

For more information:

Luis Contreras, Museum coordinator at 956-361-3804, lcontreras@cityofsanbenito.com or

Art Garza, Parks and Recreation Director 956-361-3830, agarza@cityofsanbenito.com