

P.O. Box 115 ★
Schulenburg, Texas 78956 ★



★ 1-888-515-1195
★ www.schulenburgfestival.org

Howdy!

The 39th annual Schulenburg Festival, the "National Party of Texas," will take place August 3rd-6th this year.

As we kick-off our efforts to raise money for scholarships and support for the entire community, the Directors of the Schulenburg Festival Association are fully committed to coordinating and hosting another successful event. We would love to have you participate through a Festival sponsorship opportunity and make this our best year ever.

The Schulenburg Festival is a destination event in our local area. Thousands of area citizens attend, and we also draw thousands of guests and visitors from all over the State of Texas. This event's attendance benefits businesses right here in Schulenburg. We boast a proud history of entertainers, including both Nashville acts as well as many from the Texas music scene. We have served as a venue for young artists such as Kevin Fowler, Eli Young Band and the Randy Rogers Band who have gone on to achieve great success. This year, we are very excited to host reveal event(s) to announce our headliners as well as the other entertainers who will be taking the stage. These entertainers should capture a wide audience, and all attending should have a BIG time.

Due to this event being put on by a host of volunteers, it is only through the support and generosity of our supporters like you that we are able to continue the "National Party of Texas." Thru the years, the Festival Association has poured close to a half a million dollars back into our community in the form of scholarships, donations and community improvement projects.

We humbly invite you to join us and become a partner in our success thru purchase of a sponsorship package. Enclosed you will find the 2017 Schulenburg Festival sponsorship details. To maximize your advertising dollars, we are offering six different sponsorship levels that will give you flexibility in your level of support. To help guide you in your decision making of which level to choose, we have enclosed photos of the various sponsor signs from previous year's Festival. These have been an added attraction and continue to evoke positive comments from our patrons.

If you have questions about our sponsorship packages of the Schulenburg Festival, please contact anyone on our Sponsorship Committee. Names and contact information are provided below.

Looking forward to having you as a Sponsor,

2017 Schulenburg Festival Sponsorship Committee

Michael Zweschper (979.743.0656, mzweschper@dfamilk.com) _____

Christine Ohlendorf (512.940.4784, ccohlen@gmail.com) _____

Mike Olle (979.743.4266, bubbao@nwcable.net) _____

2017 SCHULENBURG FESTIVAL SPONSORSHIP LEVELS

LEVEL 1 – NATIONAL PARTY OF TEXAS TEAM - \$1500

- Advertising on Festival poster (NOTE: sponsorship agreement must be received by May 1st to be included on poster)
- Recognition in Pavilion stage announcements throughout weekend
- Business name and logo listed on Festival website
- Business name listed on Festival brochures (5,000 printed)
- 10 passes to Friday & Saturday night performances, including rodeo (value \$250)
- 4 backstage passes (value \$100)
- 4 hospitality room passes (includes A/C, snacks, & rest rooms) (value \$100)
- 2 inside-gate parking hangtags (value \$200)
- 10 tickets to Festival Appreciation Dinner (value \$150)

Signage:

- Main Pavilion
- Rodeo Arena
- Golf Tournament
- Kiddie Events (*tricycle races & kiddie parade*)
- Festival Hill (*grassy area on north end of pavilion*)

LEVEL 2 – MVP (MOST VALUABLE PARTYGOER) - \$1000

- Business name listed on Festival website
- Business name listed on Festival brochures (5,000 printed)
- 6 passes to Friday & Saturday night performances, including rodeo (value \$150)
- 2 backstage passes (value \$50)
- 2 hospitality room passes (includes A/C, snacks, & rest rooms) (value \$50)
- 1 inside-gate parking hangtag (value \$50)
- 6 tickets to Festival Appreciation Dinner (value \$90)

Signage:

- Main Pavilion
- Rodeo Arena
- Golf Tournament
- Festival Hill

LEVEL 3 – VIP (VERY IMPORTANT PARTYGOER) - \$750

- Business name listed on Festival website
- Business name listed on Festival brochures (5,000 printed)
- 4 passes to Friday & Saturday night performances, including rodeo (value \$100)
- 4 tickets to Festival Appreciation Dinner (value \$60)

Signage:

- Main Pavilion
- Golf Tournament
- Festival Hill

LEVEL 4 – SURVIVOR CLUB - \$500

- Business name listed on Festival website
- Business name listed on Festival brochures (5,000 printed)
- 2 passes to Friday & Saturday night performances, including rodeo (value \$50)
- 2 tickets to Festival Appreciation Dinner (value \$30)

Signage:

- Rodeo Arena
- Pavilion Token Booth

LEVEL 5 – KOOZIE CLUB - \$350

- Business name listed on Festival website
- Business name listed on Festival brochures (5,000 printed)

Signage:

- Rodeo Arena OR Pavilion Token Booth
- Golf Tournament

LEVEL 6 – FESTIVAL FAN - \$150

- Business name listed on Festival website
- Business name listed on Festival brochures (5,000 printed)

Signage:

- Golf Tournament
- Kiddie Events

2017 SCHULENBURG FESTIVAL SPONSORSHIP TERMS

- Signs are provided by the Festival. Sign sizes (approximate):
 - Pavilion (north/south ends): 2' x 8' or 4' x 4'
 - Rodeo Arena, Pavilion token booth: 2' x 8' or 4' x 4'
 - Festival Hill, Golf tourney, & Kiddie Events: 18" x 24"
 Festival may re-use signs from prior years if size is similar.
- Logos may be used if appropriate artwork is provided. Please email any information to:
 - ccohlen@gmail.com.
 Based on the number of responses, the committee reserves the right to arrange Pavilion signs in a manner that gives sponsors the highest degree of recognition. However, every attempt will be made to honor sponsor's first choice of placement.
- choice of placement.

Images below are from prior Festivals to give an indication of the signage options and locations.



2017 SCHULENBURG FESTIVAL SPONSORSHIP AGREEMENT

Business Name (as it is to appear in printed materials): _____

Address, City, Zip: _____

Contact Person: _____

Contact Phone: _____ Email: _____

Company website (for Festival website link): _____

Please sign below to indicate acceptance of sponsorship terms:

Printed Name: _____

Sponsorship Level (choose one and indicate sign placement as indicated):

- Level 1 – National Party of Texas Team (\$1500) Choose Pavilion sign location:
_____ South end (*near stage*) OR _____ North end (*near beer stand*)
- Level 2 – MVP (Most Valuable Partygoer) (\$1000) Choose Pavilion sign location:
_____ South end (*near stage*) OR _____ North end (*near beer stand*)
- Level 3 – VIP (Very Important Partygoer) (\$750) Choose Pavilion sign location:
_____ South end (*near stage*) OR _____ North end (*near beer stand*)
- Level 4 – Survivor Club (\$500)
- Level 5 – Koozie Club (\$350) Choose sign location:
_____ Rodeo Arena OR _____ Pavilion token booth
- Level 6 – Festival Fan (\$150)

Enclosed is my check for \$ _____
OR bill me in the amount of \$ _____

PLEASE RETURN THIS PAGE TO PO BOX 115, SCHULENBURG, TX 78956

OR CONTACT A SPONSORSHIP COMMITTEE MEMBER