



Boerne Berges Fest

Father's Day Weekend @ Herff Park/Kendall County Fairgrounds

June 16, 17 & 18, 2017

General Sponsorship Packages

| | |
|---|-------------------------|
| EVENT LEVEL SPONSOR | \$100 - \$249 |
| <ul style="list-style-type: none"> • <i>Name Recognition Advertising - Name on Event Banner</i> • <i>2 tickets to the Sponsorship Appreciation Event</i> | |
| BRONZE LEVEL SPONSOR | \$250 - \$499 |
| <ul style="list-style-type: none"> • <i>Name Recognition Advertising - Name on Bronze Level Banner and Website</i> • <i>4 tickets to the Sponsorship Appreciation Event</i> • <i>1 Commemorative Boerne Berges Fest Baseball Caps</i> | |
| SILVER LEVEL SPONSOR | \$500 - \$999 |
| <ul style="list-style-type: none"> • <i>Name Recognition Advertising - Name on Silver Level Festival Banner and Website</i> • <i>6 tickets to the Sponsorship Appreciation Event</i> • <i>2 Commemorative Boerne Berges Fest Baseball Caps</i> • <i>15 Festival Beverage Tickets (or equivalent food vouchers)</i> | |
| GOLD LEVEL SPONSOR | \$1000 - \$2499 |
| <ul style="list-style-type: none"> • <i>Name Recognition Advertising - Name on Gold Level Banner Festival</i> • <i>Name and Logo on Website</i> • <i>8 tickets to the Sponsorship Appreciation Event</i> • <i>4 Commemorative Boerne Berges Fest Baseball Caps</i> • <i>20 Festival Beverage Tickets (or equivalent food vouchers)</i> | |
| PLATINUM LEVEL SPONSOR | \$2500 and Above |
| <ul style="list-style-type: none"> • <i>Name Recognition Advertising - Name on Platinum Festival Banner</i> • <i>Name, logo and link to your website listed on Berges Fest Website</i> • <i>10 tickets to the Sponsorship Appreciation Event</i> • <i>6 Commemorative Boerne Berges Fest Baseball Caps</i> • <i>25 Festival Beverage Tickets (or equivalent food vouchers)</i> | |

**All In-kind sponsor level packages will be determined on an individual basis based on donors actual cost, and in-kind donors will only be eligible for General Sponsorship Opportunities.

**** All General Sponsorships are due on or before June 1, 2017. For additional marketing exposure, once your contribution has been received you will be placed on the 2017 Sponsorship page of our website.**

For more information please contact:

Ron Pritchett @ 210-274-4764 or ron@bergesfest.com

Mail checks payable to: Berges Fest @ 100 Cold River, Boerne, TX 78006

YOU CAN NOW PAY WITH PAYPAL ON OUR WEBSITE!

www.bergesfest.com



2017 Special Sponsorship Packages:

All Special Sponsorships are sold on a 1st come first serve basis, and past sponsors have first right of refusal. If you have questions, please contact Ron Pritchett @ 210-274-4764 or ron@bergesfest.com.

Cup Sponsorship - \$7,500: This opportunity is one of the best ways to market your company during the Berges Fest Event. Your Companies logo will be prominently displayed on this year's festival cups. Roughly 15,000 cups were utilized during the 2016 Fest. **This sponsorship is due on or before May 1, 2017, and can be split amongst several companies.** (If split the below will be reduced to Platinum Level Sponsorship items)

- Company Logo on all Berges Fest Cups used during the 2017 Festival
- Company name, logo and link posted on Boerne Berges Fest Website as the official 2017 Cup Sponsor
- Advertising Recognition – Name on Festival Banner and in printed media
- 20 Tickets to the Sponsorship Appreciation Event
- 10 Commemorative Boerne Berges Fest Baseball Caps
- 35 Beverage Tickets (or equivalent food vouchers)

Pitcher Sponsorship - \$3,000: During the 2016 Berges Fest Event beer pitchers were a fast seller, and sold out during our Friday and Saturday festivities. This year we are anticipating an even bigger sale of beer pitchers. Sponsoring this package will allow your company's name to be prominently displayed on approximately 1000 beer pitchers during the festival. **This sponsorship is due on or before May 1, 2017, and can be split amongst 4 companies for \$750.00 each.** (If split the below will be reduced to Silver Level Sponsorship items)

- Company Name printed on all 2017 beer pitchers
- Company name, logo and link posted on Boerne Berges Fest Website as the official 2017 pitcher sponsor
- Advertising Recognition – Name on Festival Banner and in printed media
- 15 Tickets to the Sponsorship Appreciation Event
- 8 Commemorative Boerne Berges Fest Baseball Caps
- 30 Beverage Tickets (or equivalent food vouchers)

Margarita Cup Sponsorship- \$1000 – Prominently display your companies name or logo on over 1,000 – 12 oz. margarita cups during the 2017 festival. .

- Company name and logo printed on all Margarita cups
- Advertising Recognition – Name on Festival Banner and in printed media
- Company Name, logo, and link listed on the Berges Fest Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Boerne Berges Fest Baseball Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Berges Fest Non-Alcoholic Drink Mug - \$1500 - Prominently display your companies name or logo on 700 - 16 oz. Plastic Stein Mug. These 16 oz. Plastic Stein Mugs will be used to serve non-alcoholic drinks. These mugs are sure to become a collectible item as they will prominently display your company logo on one side and the Berges Fest logo on the opposite side.

- Company name or logo printed on all Mugs
- Advertising Recognition – Name on Festival Banner and in printed media
- Company Name, logo, and link listed on the Berges Fest Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Berges Fest Baseball Caps
- 20 Beverage Tickets (or equivalent food vouchers)



Entertainment Sponsor (Friday, Saturday & Sunday) - \$5,000 - This sponsorship opportunity allows you to sponsor the entertainment on Friday, Saturday and Sunday. Every year Berges Fest strives for the best bands in our area. Previous headlining bands included Chilton Vance, Passing Strangers, The Dara Neimi Band and Gary Glenn & the 20x Band. You can be assured that this year's entertainment will be no less than superb.

- Banner provided by BBF, to be hung with your company name on the stage all weekend
- Company name, logo and link posted on Boerne Berges Fest Website as an Entertainment Sponsor
- Advertising Recognition – Name on Festival Banner and in printed media
- 10 Tickets to the Sponsorship Appreciation Event
- 6 Commemorative Boerne Berges Fest Baseball Caps
- 25 Beverage Tickets (or equivalent food vouchers)
- Option to introduce the headlining band each night
- VIP table each night during the headlining band performance

Boerne Berges Fest Queen's Court Pageant - \$1,500 – The annual Queen's Court Pageant showcases Boerne's youth as they are selected to represent not only Berges Fest but the city of Boerne. Throughout their reining year the court appears at numerous parades, festivals, mixers, special functions and they volunteer their time as numerous civic projects. .

- Large banner with your company name displayed during the 2017 pageant
- Option to welcome attendees to the 51th annual Boerne Berges Fest Event
- Advertising Recognition – Name on Festival Banner and in printed media
- Name listed on the Berges Fest Website
- Companies name mentioned in welcoming remarks as the official 2017 Pageant Sponsor
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Boerne Berges Fest Baseball Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Boerne Berges Fest Parade Sponsor-\$750.00- Each year Boerne Berges fest has a Saturday morning hometown parade traveling downtown through the heart of Boerne and draws a huge crowd. The parade showcases numerous businesses, local organizations and parade entries from surrounding communities. The parade is a time honored tradition and a crowd favorite. **Multiple Parade Sponsors are welcomed!**

- Banner carried through the parade with your company name (one banner per Parade Sponsor)
- Name listed on the Berges Fest Website
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)



2017 Special Event Sponsorship Packages:

Horseshoe Tournament - \$1,000 - The annual Horseshoe pitching tournament brings teams from all across Texas, each throwing ringers for a chance to win at this year's pot.

- Advertising Recognition – Name on Festival Banner and in printed media
- Company Banner prominently displayed at the Washer/Horseshoe Tournament
- Name listed on the Berges Fest Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Boerne Berges Fest Baseball Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Washer Pitching - \$1,000 - The annual washer pitching tournament brings teams from all across Texas, each throwing ringers for a chance to win at this year's pot.

- Advertising Recognition – Name on Festival Banner and in printed media
- Company Banner prominently displayed at the Washer/Horseshoe Tournament
- Name listed on the Berges Fest Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Boerne Berges Fest Baseball Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Dachshund Races- \$1,000 or can be split amongst 2 sponsors for \$500 each- On your mark, get set, go! Join Berges Fest as a sponsor for one of the most anticipated events of our festival - The Dachshund Races. These races bring four legged friends and spectators from all over Texas. Hundreds gather on Saturday and Sunday to cheer on their favorite racer and to see who gets to take home the bragging rights of Top Dog for the year!

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Watermelon Eating Contest - \$500 – The Watermelon eating contest has been a fan favorite for years and is always the final special event of the Fest. Contestants line up for a chance to eat as much watermelon as possible in a timed event

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Root Beer Drinking Contest - \$500– The Root Beer Drinking contest has only been around a few short years and has proven to be a crowd pleaser. People line up to show their prowess at drinking 32ounces of Root Beer as quickly as possible and have this year's bragging rights.

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Sack Races Contest - \$500– The sack races have proven to bring out our participants competitive edge whether its carrying your partner to the finish line or diving for the finish line.

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)



Wheelbarrow Races - \$500 – *The Wheelbarrow races is always good for pure crowd entertainment. One person sits in the wheelbarrow and directs the blindfolded pusher through an obstacle course.*

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Egg Toss - \$500 – *The Egg Toss has always been a huge crowd favorite. Teams line up and begin tossing an egg back and forth until it cracks open. This test teams trust in each other more than any other competition.*

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Lil' Tractor Races - \$500 – *The Little Tractor Races have been a huge hit since they were introduced many years ago. And the best part is the winners get to keep the Tractor.*

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)

Stein Hold Contest - \$500 – *The Stein Hold was introduced during our 50th Berges Fest and drew a huge crowd. People gathered to cheer on their favorite participant in a test of strength and endurance.*

- Advertising Recognition –Name on Large Banner and on Website
- Name recognition during sponsored event
- 6 Tickets to the Sponsorship Appreciation Event
- 2 Commemorative Boerne Berges Fest Baseball Caps
- 15 Beverage Tickets (or equivalent food vouchers)



Boerne Berges Fest 2017 Sponsor Agreement

Sponsor name as you would like to see it appear on event and printed materials (PLEASE PRINT)

Contact Name (PLEASE PRINT)

Address City State Zip

Phone Fax Email

If sponsorship requires a copy of your logo for marketing materials, media and internet, please email a copy in jpeg format to ron@bergesfest.com.

I agree to provide sponsorships to the following amount: _____

If you wish to sponsor a specific event at the 2017 Boerne Berges Fest Festival, please indicate that here:

(Note: Events are sold on a first come first serve basis).

I agree to provide an **in-kind** sponsorship in the form of _____

(Please attach an invoice indicating the dollar value of the services/items provided for in-kind sponsorship.)

Agreement:

The undersigned, as the authorized representative of the above listed sponsor, hereby agrees to abide by this agreement and to provide the sponsorship, whether monetary, or in-kind in a timely manner.

Signature

Date

Please mail completed Sponsorship Agreement and payment to:
Ron Pritchett, c/o Boerne Berges Fest 100 Cold River, Boerne, TX 78006

Thank you for your support and contribution. If you have any questions, please contact
Ron Pritchett @ 210-274-4764 or ron@bergesfest.com