

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



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

Greetings!

The 45th annual Schulenburg Festival, the "National Party of Texas", is scheduled for August 4th – 7th of this year.

The Festival Directors have been planning for this year's event for a few months now and we are looking forward to this year's National Party of Texas. Last year we faced the challenge of an uptick in COVID cases just prior to our festival, so we faced some attendance challenges. This year we anticipate going full throttle and are planning a great weekend.

Below you will find our sponsorship levels available for this year's festival. **This year we have added a new sponsorship level "Cook-Off Partner"**. Now that we have become an IBCA sanctioned cook-off, our small-town event has huge potential. We are adding money towards our prizes much like we do in the rodeo. Our goal is to attract as many as 100 teams.

Also, this year we are hosting a gun raffle prior to festival. We have 49 guns valued at over \$38,000. Not your typical gun raffle, as the average value of guns is over \$775 ea. For \$50/ticket. Each sponsor who submits their level selection and submits payment as well, you will receive the following raffle tickets complimentary. Cook-off Partner - 10 tickets; Level 1 - 7 tickets; Level 2 - 3 tickets; Level 3 - 1 ticket.

It is only through the generosity and sense of community from sponsors, such as yourself, that we can continue hosting the Schulenburg Festival. Without your support, we would be unable to continue the tradition of hosting our annual festival and giving back to our community. I humbly ask you to please consider sponsoring Schulenburg Festival 2022. I assure you we are doing our best to make this year's event worthy of our reputation. We hope that you will not only sponsor the Festival, but we also hope you can join us in this year's events.

The Schulenburg Festival is a destination event in our local area. Thousands of area citizens attend, and we also draw thousands of guests and tourists from all over the State of Texas. This event's attendance benefits businesses right here in Schulenburg and Fayette County. 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, Pat Green, Randy Rogers Band and Cody Johnson, who have all gone on to achieve immense success and fame.

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

We invite you to join us and partner in our success through purchase of a sponsorship package. Enclosed you will find the 2022 Schulenburg Festival sponsorship details. To maximize your advertising dollars, we are offering six different



sponsorship levels to allow you flexibility in your level of support. To help guide you in your decision making of which level to choose, we have also enclosed photos of the various signage from previous year's Festivals. These have been an added attraction and continue to catch the attention of our patrons.

If you have questions or concerns, please contact me or Nicole Michalke.

All sponsorship forms need to be received by May 6th to be included in printed promotional materials.

Sincerely,

Schulenburg Festival President
Mike Zweschper

FEEL FREE TO CALL, TEXT OR EMAIL

Michael Zweschper (979-743-0656, mikezw@icloud.com)

Nicole Michalke (979)-743-5617 nbmichalke@outlook.com

2022 SCHULENBURG FESTIVAL SPONSORSHIP LEVELS

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

- Advertising on Festival poster
- Recognition in Pavilion stage announcements throughout weekend
- Business name and logo listed on Festival website
- Recognition on Festival social media – individual post w/ logo & story
- Business name listed on Festival brochures
- 10 passes to Friday & Saturday night performances, including rodeo
- 4 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 2 inside-gate parking hangtags
- 10 tickets to Festival Appreciation Dinner

Signage:

- Large signs, choice of 2 locations:
 - Main Pavilion
 - Rodeo Arena
 - BBQ Cookoff
- Golf Tournament
- Kiddie Events (*tricycle races/kiddie parade*)
- Festival Hill (*grassy area, north end of pavilion*)

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

- Business name listed on Festival website
- Business name listed on Festival brochures
- Recognition on Festival social media – consolidated post listing all Level 2 sponsors
- 6 passes to Friday & Saturday night performances, including rodeo
- 2 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 1 inside-gate parking hangtag
- 6 tickets to Festival Appreciation Dinner

Signage:

- Large signs, choice of 2 locations:
 - Main Pavilion
 - Rodeo Arena
 - BBQ Cookoff
- Golf Tournament
- Festival Hill

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

- Business name listed on Festival website
- Business name listed on Festival brochures
- 4 passes to Friday & Saturday night performances, including rodeo
- 4 tickets to Festival Appreciation Dinner

Signage:

- Main Pavilion
- Golf Tournament
- Festival Hill

LEVEL 4 – SURVIVOR CLUB - \$500

- Business name listed on Festival website
- Business name listed on Festival brochures
- 2 passes to Friday & Saturday night performances, including rodeo
- 2 tickets to Festival Appreciation Dinner

Signage:

- Rodeo Arena
- Pavilion Token Booth

LEVEL 5 – KOOZIE CLUB - \$350

- Business name listed on Festival website
- Business name listed on Festival brochures

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

Signage:

- Golf Tournament
- Kiddie Events

2022 SCHULENBURG FESTIVAL SPONSORSHIP LEVELS

COOK-OFF PARTNER - \$2500

- Advertising on Festival poster
- Advertising on IBCA Cook-off flyer.
- Recognition during cook-off announcements and awards ceremony
- Business name on 1000 koozies distributed at the cook-off
- 2 reserved judging spots at finals table
- Recognition in Pavilion stage announcements throughout weekend
- Business name and logo listed on Festival website
- Recognition on Festival social media – individual post w/ logo & story
- Business name listed on Festival brochures
- 12 passes to Friday & Saturday night performances, including rodeo
- 6 hospitality room passes (*includes A/C, snacks, & rest rooms*)
- 2 inside-gate parking hangtags
- 12 tickets to Festival Appreciation Dinner

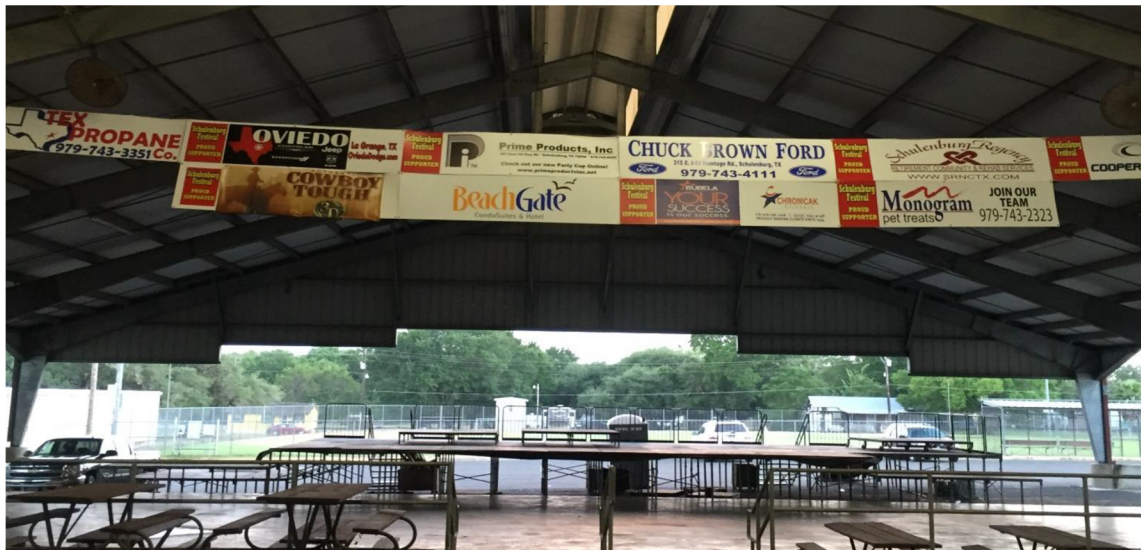
Signage:

- Large signs:
 - Main Pavilion
 - Cook-Off Registration & Judging Areas (2 signs)
 - Rodeo Arena
- Small signs:
 - 6 signs placed throughout cook-off grounds

2022 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: 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 the Sponsorship committee.
- 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.

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



2022 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): _____

Tell us a little about your business so we can promote you: _____

Please sign below to indicate acceptance of sponsorship terms: _____

Printed Name: _____

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

☐ Cookoff Partner (\$2500)

Large signs location

☐ BBQ Cookoff (2 signs) + 6 small signs throughout cook-off grounds

☐ Main Pavilion

_____ South end (*near stage*) OR _____ North end (*near beer stand*)

☐ Rodeo Arena

☐ BBQ Cookoff

☐ Level 1 – National Party of Texas Team (\$1500)

Large signs location (choose 2):

☐ Main Pavilion

_____ South end (*near stage*) OR _____ North end (*near beer stand*)

☐ Rodeo Arena

☐ BBQ Cookoff

☐ Level 2 – MVP (Most Valuable Partygoer) (\$1000)

Large signs location (choose 2):

☐ Main Pavilion

_____ South end (*near stage*) OR _____ North end (*near beer stand*)

☐ Rodeo Arena

☐ BBQ Cookoff

☐ 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