



# Texas Country Reporter Festival 2011





A year ago, dozens of area businesses, organizations, and individuals were sponsors of the Texas Country Reporter Festival. That support resulted in an outstanding festival for Waxahachie's favorite event. It is with great enthusiasm that I invite you to be a sponsor of the 16th Annual Texas Country Reporter Festival, scheduled for Saturday, October 29, 2011.

The festival can draw over 50,000 people not only from the Dallas/Fort Worth area, but from all around the state of Texas. The festival includes over 200 arts, crafts and food vendors along with festival music from The Prairie Dogs, Merry and the Mood Swings, and Blues Boy Willie, just to name a few. We look forward to hosting an even more successful festival this year.

The festival committee always works hard to ensure great benefits and exposure for our sponsors. Sponsors who contribute will have the opportunity to have their company logo displayed and appear on the festival website, receive live recognition from the performance stage throughout the day, and much more!

I anticipate another great festival this year with more fun than ever. I hope you will join us for the excitement.

*Bob Phillips*

#### **Festival Schedule**

*Friday, October 28*

5:00 - 8:00p.m.

Booth Set-Up

Waxahachie Courthouse Square

*Saturday, October 29*

6:00 - 8:00 a.m.

Booth Set-Up

Waxahachie Courthouse Square

9:00 a.m. - 6:00 p.m.

Vendor Market

9:00 a.m.

Bob Phillips Grand Entry

*Want to learn more about the festival?*

Visit us at:

[TexasCountryReporter.com](http://TexasCountryReporter.com)

or

[WaxahachieChamber.com](http://WaxahachieChamber.com)



Chamber of Commerce &  
Convention and Visitors Bureau



## **Texas Country Reporter Festival SPONSORSHIP OPPORTUNITIES**

### **RED SPONSOR - \$4,000**

A Red Sponsor will receive high visibility as primary supporters of the festival. Major on-site exposure, booth identity, and media exposure customized to meet corporate goals.

### **WHITE SPONSOR - \$1,000**

White Sponsor will receive high visibility as supporters of the festival. On-site exposure and media exposure customized to meet corporate goals.

### **BLUE SPONSOR - \$500**

NEW this year, Blue Sponsor will receive visibility as supporters of the festival.

# SPONSORSHIP DETAILS

## **Red Sponsor                      \$4,000**

*Logo* - The festival logo and presenting sponsor designation may be used in sponsor's marketing and public relations campaigns.

*Television and Radio Coverage* - Sponsor's name incorporated into media releases, recognition on "Texas Country Reporter" television show seen weekly by 1.3 million Texans, and announcements on radio interviews (this year, 98.7 KLUV is the sponsoring radio station in Dallas/Ft. Worth)

*Public Relations Exposure* - Recognition on the official *Texas Country Reporter* website, sponsorship announced in a dedicated news release to the national media and wire services, sponsor's name recognition in all festival communications.

*Advertising* - Recognition in all festival related content produced by and aired on "Texas Country Reporter."

*On-Site Recognition* - Recognition from all performance stages throughout the festival, sponsor will have a prominent 10'x10' exhibit booth on-site to promote its product or services; table, chairs, and a canopy will be provided by the festival.

*Collateral* - Logo placement on Waxahachie Chamber of Commerce's festival posters and t-shirts.

## **White Sponsor                      \$1,000**

*Public Relations Exposure* - Sponsorship announced in a dedicated news release to the national media and wire services.

*On-Site Recognition* - Recognition from all performance stages throughout the festival and Sponsor can work the Chamber of Commerce/CVB booth for additional exposure.

*Collateral* - Logo placement on Waxahachie Chamber of Commerce's festival posters and t-shirts.

## **Blue Sponsor                      \$500**

*Public Relations Exposure* - Sponsorship announced in a dedicated news release to the national media and wire services.

*On-Site Recognition* - Recognition from all performance stages throughout the festival.

*Collateral* - Logo placement on Waxahachie Chamber of Commerce's festival posters and t-shirts.



**Jacquelyn Ann Helton**

Convention and Visitors Bureau, Director  
Waxahachie Chamber of Commerce &  
Convention and Visitors Bureau  
102 YMCA Drive  
Waxahachie, Texas 75165  
972-937-2390  
Fax 972-938-9827  
[www.WaxahachieChamber.com](http://www.WaxahachieChamber.com)