



Boerne Berges Fest

Father's Day Weekend - Main Plaza Downtown
June 15, 16 & 17, 2012

General Sponsorship Packages

EVENT LEVEL SPONSOR	\$100 - \$249
<ul style="list-style-type: none"> • Name Recognition Advertising - Name on large festival banner • 2 tickets to the Sponsorship Appreciation Event 	
BRONZE LEVEL SPONSOR	\$250 - \$499
<ul style="list-style-type: none"> • Name Recognition Advertising - Name on Large Festival banner and website • 4 tickets to the Sponsorship Appreciation Event • 2 Boerne Berges Fest Commemorative Caps 	
SILVER LEVEL SPONSOR	\$500 - \$999
<ul style="list-style-type: none"> • Name Recognition Advertising - Name on Large Festival Banner and website • 6 tickets to the Sponsorship Appreciation Event • 3 Boerne Berges Fest Commemorative Caps • 15 Beverage Tickets (or equivalent food vouchers) 	
GOLD LEVEL SPONSOR	\$1000 - \$2499
<ul style="list-style-type: none"> • Name Recognition Advertising - Name on Large Festival Banner Festival • Name and Logo on website • 8 tickets to the Sponsorship Appreciation Event • 4 Boerne Berges Fest Commemorative Caps • 20 Beverage Tickets (or equivalent food vouchers) 	
PLATINUM LEVEL SPONSOR	\$2500 and Above
<ul style="list-style-type: none"> • Name Recognition Advertising - Name on Large Festival Banner • Name, logo and link to your website listed on Berges Fest website • 10 tickets to the Sponsorship Appreciation Event • 6 Boerne Berges Fest Commemorative Caps • 25 Beverage Tickets (or equivalent food vouchers) 	

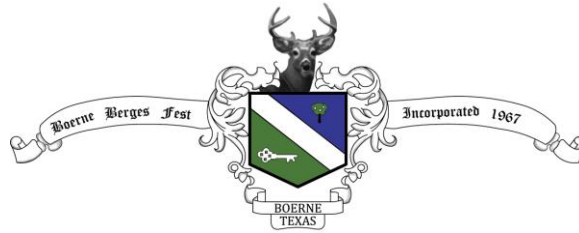
**All In-kind sponsor level packages will be determined on an individual basis based on donors actual cost.

**** All General Sponsorships are due on or before June 1, 2012. For additional marketing exposure, once your contribution has been received you will be placed on the 2012 sponsorship page of our website.**

For more information please contact:
Kari Bowman - 210-215-1246 or kari@bergesfest.com

Mail checks to: Kari Bowman - Boerne Berges Fest -218 Hunters Creek, Boerne, TX 78006

YOU CAN NOW PAY WITH PAYPAL ON OUR WEBSITE!
www.bergesfest.com



2012 Special Sponsorship Packages:

All Special Sponsorship Packages are sold on a 1st come first serve basis, if an item is not listed that you would like to sponsor for the 2012 event please contact Kari Bowman; 210-215-1246 or kari@bergesfest.com

Cup Sponsorship - \$7500: 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 2011 Berges Fest Event.

- Company Logo on all Berges Fest Cups used during the 2012 Festival
- Company name, logo and link posted on Boerne Berges Fest Website as the official 2012 cup sponsor
- Name Recognition Advertising – Name on Large Banner
- 20 Tickets to the Sponsorship Appreciation Event
- 10 Commemorative Berges Fest Caps
- 35 Beverage Tickets (or equivalent food vouchers)

Pitcher Sponsorship - \$5,000: During the 2011 Berges Fest Event we sold out of beer pitchers 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 1200 beer pitchers during the festival.

- Company Name printed on all 2012 beer pitchers
- Company name, logo and link posted on Boerne Berges Fest Website as the official 2012 pitcher sponsor
- Name Recognition Advertising – Name on Large Banner
- 15 Tickets to the Sponsorship Appreciation Event
- 8 Commemorative Berges Fest Caps
- 30 Beverage Tickets (or equivalent food vouchers)

Entertainment Nightly Sponsor (Fri. or Sat.) - \$2,500 per night - This sponsorship opportunity allows you to sponsors either the headlining band for Friday or Saturday evening. Every year Berges Fest strives for the best bands in our area. Last year's headliners included Gary Glenn & the 20x Band and Chilton Vance, and you can be assured that this year's entertainment will be no less than superb. *** If you choose to sponsor both Fri. and Sat. the cost for this package is \$4000.

- Banner (provided by you) at entertainment site hung the night of your sponsorships
- Name Recognition Advertising – Name on Large Banner
- Company name, logo and link posted on Boerne Berges Fest Website as an entertainment sponsor
- 10 Tickets to the Sponsorship Appreciation Event
- 6 Commemorative Berges Fest Caps
- 25 Beverage Tickets (or equivalent food vouchers)
- Option to introduce band either Friday or Saturday Night
- VIP table during performance

2012 Berges Fest Float Sponsor - \$2000 – The Boerne Berges Fest Court visits approximately 12 parades within the Texas Hill Country yearly. The Berges Fest Float promotes not only the annual Berges Fest Event but also your business to parade attendees in the surrounding areas. Advertising possibilities are limitless...

- Banner (provided by you) placed on the back of the float for parades beginning June 16, 2012 – May 2013
- Name and logo listed on the Berges Fest website as the official 2012 float sponsor
- Name Recognition Advertising for 2012 Berges Fest– Name on Large Banner
- 8 Tickets to the 2012 Sponsorship Appreciation Event
- 4 Commemorative Berges Fest Caps
- 20 Beverage Tickets (or equivalent food vouchers)



2012 Special Sponsorship Packages Cont'd:

Boerne Berges Fest Queens Pageant - \$1,500 – The annual queens court pageant

- Large banner with your company name displayed during the 2012 pageant
- Option to welcome attendees to the 46th annual Boerne Berges Fest Event
- Name Recognition Advertising – Name on Large Banner and website
- Companies name mentioned in welcoming remarks as the official 2012 Pageant Sponsor
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Berges Fest Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Washer Pitching Tournament - \$1,000 - The annual washer pitching tournament will take place on main plaza on the weekend of Berges Fest. The washer pitching tournament brings teams from all across Texas hoping for a chance to win at this year pot.

- Name Recognition Advertising – Name on Large Banner and on Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Berges Fest Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Outdoor Sporting Tournament - \$1,000 - The outdoor sporting tournament will take place on main plaza the weekend of Berges Fest.

- Name Recognition Advertising – Name on Large Banner and on Website
- 8 Tickets to the Sponsorship Appreciation Event
- 4 Commemorative Berges Fest Caps
- 20 Beverage Tickets (or equivalent food vouchers)

Other Special Events - \$500 – Choose from the Watermelon Eating Contest, Egg Toss, Lil Tractor Races, Dachshund Races, and more for your sponsorship. These annual events are the favorite and most followed of Boerne Berges Fest attendees. These events will take place on main plaza the weekend of Berges Fest.

- Name Recognition Advertising – Name on Large Banner and on Website
- 6 Tickets to the Sponsorship Appreciation Event
- 3 Commemorative Berges Fest Caps
- 15 Beverage Tickets (or equivalent food vouchers)



Boerne Berges Fest **Lederhosen Run**

The 2nd annual 5k run/walk will take Berges Fest Runners through historic downtown Boerne on Saturday, June 16, 2011. Last year's event generated over 100 runners in a 3 week timeframe. We are starting our marketing early so this is sure to be a sneaker filled event.

Finish Line - \$1000

- Name and Company Logo on the back of T- Shirt (Black and white logo)
- Name and logo on the run page of the Boerne Berges Fest website
- Name printed on runners numbers

On Your Mark... - \$500

- Name on the back of T- Shirt in lettering approximately 1/2"
- Name listed as run sponsor on website

Trotting Down Main - \$250

- Name on the back of T- Shirt in lettering approximately 1/4"
- Name listed as run sponsor on website

Warm Up - \$100

- Name listed as run sponsor on website

All t-shirt sponsorships are due on or before May 10, 2012

A portion of the proceeds will benefit local charities in the Boerne community.

For more information please contact:
Kari Bowman - 210-215-1246 or kari@bergesfest.com

Mail Sponsorships to: Kari Bowman C/O Lederhosen Run 218 Hunters Creek, Boerne, TX 78006

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2nd Annual Boerne Berges Fest Cook-off & Silent Auction

This spring the best cooks from around the Hill Country will gather and get all fired up in a sauce mopping, meat rubbing, coal stroking cook-off competition. As a spectator you can enjoy sampling, and judging all of the entries all while you are bidding on exciting silent auction packages.

Pit Master - \$1000

- *Name and Company Logo on event banner*
- *Name, logo and company link listed on the Cook-Off and Silent Auction page of the Boerne Berges Fest website*
- *Name recognition in all event advertising*
- *Name listed on silent auction bid sheets*
- *Opportunity to have a member of your staff serve as an official Cook-off judge at the competition*
- *Opportunity to announce along with Berges Fest Representatives the winning team*

All Fired Up - \$500

- *Name on event banner*
- *Name and logo listed on the Cook-Off and Silent Auction page of the Boerne Berges Fest website*
- *Name recognition in all event advertising*

Ol' Smokie - \$250

- *Name listed on event banner*
- *Name listed on the Cook-Off and Silent Auction page of the Boerne Berges Fest website*

Smoke Ring - \$100

- *Name listed on the Cook-Off and Silent Auction page of the Boerne Berges Fest website*

All Cook-off sponsorships are due on or before February 21, 2012

For more information or to donate an auction item please contact:

Kari Bowman - 210-215-1246 or kari@bergesfest.com

Mail Sponsorships to: Kari Bowman C/O BBF Cook-Off 218 Hunters Creek, Boerne, TX 78006

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Boerne Berges Fest **Sponsor Agreement**

Sponsor name as you would like to see it appear on event 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 kari@bergesfest.com

I agree to provide sponsorships to the following event/s. Please check and indicate the amount of your sponsorship below.

- 2012 Berges Fest \$ _____ 2011 Berges Fest Cook Off \$ _____
 2012 Lederhosen Run \$ _____

If you wish to sponsor a specific event at the 2012 Boerne Berges Fest Festival, please indicate that here:

(Note: If that event is not available you will be contacted immediately).

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.)

I agree to provide an **auction** item for the Berges Fest Cook off, my item for donation is: _____

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, in-kind or auction items in a timely manner.

Signature

Date

Please mail completed Sponsorship Agreement and check to:
Kari Bowman, c/o Boerne Berges Fest 218 Hunters Creek, Boerne, Texas 78006

Thank you for your support and contribution. If you have any questions, please contact
Kari Bowman at 210-215-1246 or kari@bergesfest.com