

Sponsorship Information



November 29-30, 2019

Come celebrate the **20th Annual DICKENS ON MAIN** holiday festival with us along the Hill Country Mile! Dickens on Main is family friendly and is the premier holiday event of the Texas Hill Country where the Boerne community and visitors from near and far come to bring the *Spirit of Christmas Alive* in beautiful downtown Boerne!

Dickens on Main provides a great opportunity for Boerne area businesses to partner with the Hill Country Council for the Arts to bring the best event ever! Through the City's partnership with Hill Country Council for the Arts, we are able to provide many free and accessible arts, crafts, and entertainment activities for all ages. A percentage of your sponsorship donation will enable HCCArts to provide scholarships and other programming to Boerne area students and residents. As a 501(3)(c) organization, your sponsorship donation to HCCArts is tax deductible.

We hope that you will consider partnering with us to bring the Hill Country this best ever vintage Christmas event. We offer many sponsorship opportunities for your consideration as outlined in the enclosed information. For more event details, please visit our website at www.DickensOnMain.com

Thank you for your consideration and we hope that you will join us for this free family event that has become a Hill Country tradition.

For Questions or Additional Information

Mary Woods
Mobile 830-431-5833 Office 830-248-1617
mwoods@ci.boerne.tx.us



SPONSORSHIP OPPORTUNITIES EVENT DATES – NOVEMBER 29-30, 2019

DICKENS (TITLE SPONSOR) - \$10,000+

- Logo on Website with link to website or FB
- Logo on Event Welcome Sign at 2 major entry points on Main Street
- Logo on other event materials
- Logo on pre-event promo video (if paid by August 1, 2019)
- Complimentary 10' x 10' Vendor Space on Main Street
- Complimentary parade entry and magnet for vehicle
- Logo on all venue street signage
- Recognition via Social Media

NORTH POLE VILLAGE SPONSOR (Main Plaza)* - \$5,000

SCROOGE VILLAGE SPONSOR (East San Antonio near Courthouse) - \$5,000

TINY TIM VILLAGE SPONSOR (Main Street Public Lot)–\$5,000

DICKENS VILLAGE SPONSOR (Adjacent to Boerne Wine Co.) –\$5,000

SOUTH POLE VILLAGE SPONSOR (Formerly The Flower Shop) – \$5,000

CHRISTMAS CAROL SPONSOR – (On-street location for Auto Dealers) \$5,000

SNOW SLIDE SPONSOR – (Final location Determined by Event Host) - \$5,000

- Logo on Website
- Logo on Event Welcome Sign at 2 major entry points on Main Street
- Signage with name and logo at sponsored location
- Recognition via Social Media
- Logo on Event Guide
- Complimentary 10' x 10' Vendor Space
- Complimentary parade entry and magnet for vehicle
- *North Pole Village only – Sponsorship will include banner recognition at Main Plaza Stage

FEZZIWIG SPONSOR - \$2,000

- Logo on Website
- Logo on Event Welcome Signs at 2 major entry points on Main Street
- Name on Event Guide

BOB CRATCHIT SPONSOR - \$1,000

- Name on Website Sponsor page
- Name on Event Welcome Signs at 2 major entry points on Main Street
- Name on Event Guide

TINY TIM SPONSOR - \$500

- Name on Website Sponsor page
- Name on Event Guide

FRIENDS OF DICKENS - \$250

- Name on Website Sponsor page

ALL

- Event Host will provide info showing opportunities to promote your participation in Dickens on Main
- Logo or name recognition in Boerne Star Sponsor Thank You ad

Other options available – ask us for details!



10 MILLION +

POSSIBLE IMPRESSIONS
IN MAJOR PRINT, DIGITAL
& BROADCAST MEDIA

600 TV COMMERCIALS
aired on major cable networks



featured on



Austin American-Statesman



San Antonio Express-News
ExpressNews.com | mySA.com



More than
12,000
social media
followers

2018 Sponsor Ad – Boerne Star



19TH ANNUAL
DICKENS ON MAIN
Thanksgiving Weekend
BOERNE 2018 TEXAS
HILL COUNTRY MILE

Thank you!
to our 2018 Sponsors
and Community Volunteers.
Your support of Dickens on Main is greatly appreciated!

SPONSORS

— CHARLES DICKENS —

GVTC
GIGAREGION
A FIBER POWERED COMMUNITY

METHODIST BOERNE
EMERGENCY CENTER
CELEBRATING 10 YEARS

— A CHRISTMAS CAROL —

H-E-B
Helping Here

TOYOTA OF BOERNE

BOERNE
As UNIQUE As Our Name
Boerne Convention and Visitors Bureau

BILL'S ELVES
KISS

BOERNE Cystic
Fibrosis

BOERNE RETAIL
COMMITTEE

— FEZZIWIG —

CPS
ENERGY

HILL COUNTRY EARS
CONCEPT STORE
SOUND

SONORA
BANK

RbC
riverbed
concrete

BEAR
MOON

— BOB CRATCHITT —

accentric

Bechant's
Español • English • French

THE CREEK
RESTAURANT

EPICURE

HELENE HOUSE
EVENT CENTER

Frost Bank

THE BOERNE
WINE COMPANY

— TINY TIM & FRIENDS OF DICKENS —

Dienger
A BEER LIBRARY

BEC
Power. Solar. Fiber.

UPLAND
EXPLORATION

IPTS
INDUSTRIAL
PROPERTY TAX
SOLUTIONS

Hampton,
Sun & Sails

PURE PARTY

OZNECKI
AMARILLO

Circle H Signs

FUSCULUM

Culligan

THE HOME
DEPOT

GREAT HOMES

Grady
LAWN &
LANDSCAPE

IDP
Implant and
Periodontal
Dentistry

Jefferson
Bank

STERLING ELECTRIC, INC.

VOLUNTEER ORGANIZATIONS

City of Boerne Employees
 Boerne Noon Rotary Club
 Camp Gladiator
 Boerne High School
 Boerne High School National Honor Society
 Boerne Student Organization
 Champion High School National Honor Society
 Geneva High School National Honor Society
 Hill Country Council for the Arts
 Junior ROTC
 Key Club San Antonio
 Boerne Community Theatre



2019 Sponsorship Agreement

Thank you for your support of Dickens on Main
 Tax ID # 74-2978666

Sponsor Name:

(as it should appear in printed materials)

Contact Person:

Title:

Address:

City, State, Zip:

Phone: ()

Fax ()

Email:

Signature Required:

SPONSORSHIP SELECTION

- DICKENS (TITLE SPONSOR) - \$10,000 +
- NORTH POLE VILLAGE SPONSOR - \$5,000
- SCROOGE VILLAGE SPONSOR - \$5,000
- TINY TIM VILLAGE SPONSOR - \$5,000
- DICKENS VILLAGE SPONSOR - \$5,000
- SOUTH POLE VILLAGE SPONSOR - \$5,000
- A CHRISTMAS CAROL SPONSOR - \$5,000
- SNOW SLIDE SPONSOR - \$5,000
- FEZZIWIG SPONSOR - \$2,000
- BOB CRATCHIT SPONSOR - \$1,000
- TINY TIM & SPONSOR - \$500
- FRIENDS OF DICKENS - \$250
- OTHER – AMOUNT \$ _____

<p><u>PLEASE RETURN COMPLETED FORM TO:</u></p> <p>Hill Country Council for the Arts Attn: Rob Ziegler, Treasurer PO Box 2024 Boerne, TX 78006</p>	<p><u>ARTWORK REQUIREMENTS</u></p> <p>- Website – Images must be jpeg or png format. - Print – images must be high resolution pdf format.</p> <p>Email to: mwoods@ci.boerne.tx.us</p>
<p><u>BILLING & PAYMENT INFORMATION</u></p> <p><input type="checkbox"/> My check is enclosed made payable to Hill Country Council for the Arts</p> <p><input type="checkbox"/> Invoice me at the above address</p>	



Sponsorships of \$5,000 +

Please return if your Sponsorship is \$5,000 or more.

Parade Info

You are eligible for a complimentary entry into the Weihnachts Parade on Saturday, December 7, 2019. Parade entry will be coordinated by Mary Woods with City of Boerne Parks & Recreation Department

Please indicate whether you plan to participate in the parade. Yes No

If yes, please provide the following information:

Space: Sponsors will be limited to no more than 50' within the parade; please provide specific information on parade application stating what you intend to enter and the length of the entry. This information is vital to planning for parade staging.

Number of vehicles (2 max) One Two

Estimated length of your parade entry:
_____feet long.

Parade Order: Location of your place in the parade order is at the discretion of Parks and Recreation Department.

Recognition Car Magnet: One complimentary magnet will be provided showing your company's name.

Company Info for Master of Ceremonies: If you wish to have a description of your company presented by the MC, please provide this information no later than October 31, 2019. Your description may be edited to fit the time allowed.

Exhibitor Info

You are entitled to a complimentary 10' x 10' exhibitor / vendor space during Dickens On Main, Friday and Saturday, 11/29-11/30/2019. (See requirements below).

Yes No I elect to exhibit during Dickens On Main

Location: Sponsor spaces are set-up along Main Street starting at 4:00 PM (after street closure) and at the various event venues. Location at discretion of event coordinators.

Set-up / Tear Down: You will be provided instructions based on your assigned location.

Decorations – you are encouraged to decorate your space/booth in keeping with the Dickens On Main Christmas theme.

Electrical / Lights: We will provide a tower light for each on-street sponsor. Any additional lighting and power may be subject to an additional charge. *NOTE: For safety reasons, all electrical service will be provided by the event's third-party vendor. Power cords may not be run on the ground where pedestrians will be walking.*

Sample Car Magnet

