

# Sponsorship Information



**November 23-24, 2018**

Come celebrate the **19<sup>th</sup> 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](http://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](mailto:mwoods@ci.boerne.tx.us)



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

## SPONSORSHIP OPPORTUNITIES EVENT DATES – NOVEMBER 23-24, 2018

### **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, 2018)
- Complimentary 10' x 10' Vendor Space on Main Street
- Complimentary parade entry and magnet for vehicle
- Logo on all venue street signage plus banner recognition at Main Plaza Stage and Gazebo

### **CHRISTMAS CAROL SPONSOR - \$5,000**

### **DICKENS VILLAGE SPONSOR - \$5,000**

### **TINY TIM VILLAGE SPONSOR - \$5,000**

### **SNOW SLIDE SPONSOR - \$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
- Name on other event materials
- Complimentary 10' x 10' Vendor Space
- Complimentary parade entry and magnet for vehicle

### **SANTA'S VILLAGE SPONSOR - \$2,000**

### **FEZZIWIG SPONSOR - \$2,000**

- Logo on Website
- Logo on Event Welcome Signs at 2 major entry points on Main Street
- Signage with name and logo at sponsored location (Santa's Village Sponsor only)
- Name on other event materials

### **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**

- Recognition via Social Media
- Social Media info showing opportunities to promote your participation in Dickens on Main

**Other options available – ask us for details!**

# DICKENS ON MAIN

Thanksgiving Weekend  
BOERNE TEXAS

10 MILLION +

POSSIBLE IMPRESSIONS  
IN MAJOR PRINT, DIGITAL  
& BROADCAST MEDIA

600 TV COMMERCIALS  
aired on major cable networks



9,661  
SOCIAL MEDIA LIKES,  
A 30% INCREASE  
FROM 2016



# 2017 Sponsor Ad – Boerne Star

City of Boerne

**Thank you!**  
to our 2017 Sponsors  
and Community Volunteers.  
Your support of Dickens on Main is greatly appreciated!

**SPONSORS**

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CHARLES DICKENS

**GVTC GIGAREGION®**  
A FIBER POWERED COMMUNITY

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A CHRISTMAS CAROL

Boerne Convention and Visitors Bureau

**Boerne Retail Committee**

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BOB CRATCHIT

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TINY TIM & FRIENDS OF DICKENS

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**VOLUNTEER ORGANIZATIONS**

- City of Boerne
- Boerne AFJROTC Cadets and Parent Support
- Boerne High School
- Boerne Home Schoolers
- Boerne Middle School
- Boerne Noon Rotary
- Boerne Services Organization - BISD
- Champion High School
- Geneva High School
- Greater Boerne Chamber of Commerce
- St Peter's Youth Group
- Texas Heritage Bank
- Valero Corporation



# 2018 Sponsorship Agreement

Thank you for your support of Dickens on Main 2018  
Tax ID # 74-2978666

DickensOnMain.com

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 +
- A CHRISTMAS CAROL SPONSOR - \$5,000
- DICKENS VILLAGE SPONSOR - \$5,000
- TINY TIM VILLAGE SPONSOR - \$5,000
- SNOW SLIDE SPONSOR - \$5,000
- FEZZIWIG SPONSOR - \$2,000
- SANTA'S VILLAGE SPONSOR - \$2,000
- BOB CRATCHIT SPONSOR - \$1,000
- TINY TIM SPONSOR - \$500
- FRIENDS OF DICKENS SPONSOR - \$250
- OTHER

### PLEASE RETURN COMPLETED FORM TO:

Hill Country Council for the Arts  
Attn: Rob Ziegler, Treasurer  
PO Box 2024  
Boerne, TX 78006

### ARTWORK REQUIREMENTS

- Website – Images must be jpeg or png format.  
- Print – images must be high resolution pdf format.  
  
Email to: mwoods@ci.boerne.tx.us

### BILLING & PAYMENT INFORMATION

- My check is enclosed made payable to Hill Country Council for the Arts
- Invoice me at the above address



## 2018 Sponsorship Information

Additional Info for Sponsorships of \$5,000 Or More

### Parade Info

You are eligible for a complimentary entry into the Weihnachts Parade on Saturday, December 1, 2018. 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, 2018. 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, 11/23-11/24/2018. (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.*