

# SPONSORSHIP OPPORTUNITIES



The King William Fair has been recognized by the International Festivals & Events Association (IFEA) and the Texas Festivals & Events Association (TFEA) for the following industry achievements:

**BEST SOCIAL MEDIA SITE**

*Gold at TFEA*

**BEST MEDAL**

*Gold at TFEA*

**BEST MAGAZINE AD**

*Gold at IFEA and Silver at TFEA*

**BEST EVENT NEWSLETTER**

*Gold at TFEA*

**BEST EVENT MERCHANDISE**

*Gold at TFEA*

**BEST PARADE**

*Silver at TFEA and Bronze at IFEA*

**BEST EVENT PROGRAM**

*Bronze at TFEA*



**SATURDAY, MAY 3, 2025 • 9AM-6PM**

# What is the KING WILLIAM FAIR & what is the PURPOSE?



The **King William Fair** is a **family-friendly** event offering something for **EVERYONE!**

From its small beginnings as a neighborhood block party in 1968, the annual King William Fair has grown into one of the best-loved Fiesta® San Antonio events with an average attendance over 35,000! The King William Fair is the primary fundraising event for the King William Association, a non-profit organization which works to preserve and protect the oldest residential historic district in Texas and promote the unique cultural heritage of San Antonio.

- **PARADE** featuring the fun and funky entries of local schools, businesses, non-profits, and social groups as they travel a 1.5-mile route through the neighborhood

- **5 STAGES** showcasing local, live music and entertainment for the entire family

- **STREET PERFORMERS** featuring dance, music, poetry, magic, and more

- **200 ART & CRAFT VENDORS** featuring handcrafted items from Texas and beyond

- **60+ FOOD AND BEVERAGE BOOTHS** serving your favorite Fiesta flavors

- **KID'S KINGDOM** featuring a variety of children's activities, rides, and entertainment

- **ARTIST'S ALLEY** presenting live artist demonstrations and interactive art opportunities

**May 3, 2025 · 9am-6pm · [KWFair.org](http://KWFair.org)**



I'm not a big fiesta type of guy but do love when a small community comes together and what you have here at King William is just that. I had a great time with my family and enjoyed every minute of creativity the people have. — **Arturo Ramirez (Fairgoer)**



# The KING WILLIAM FAIR



# PROCEEDS

YOUR INVESTMENT in the King William Fair supports the ARTS, EDUCATION, and COMMUNITY improvements with family fun in Texas' first residential historic neighborhood.

Proceeds from the **KING WILLIAM FAIR** provide **95%** of the **KING WILLIAM ASSOCIATION'S OPERATING FUNDS** and have enabled us to **INVEST** in our **SAN ANTONIO COMMUNITY** through the following programs:

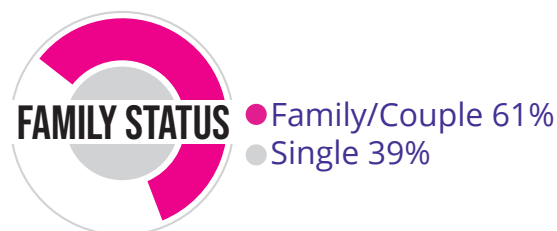
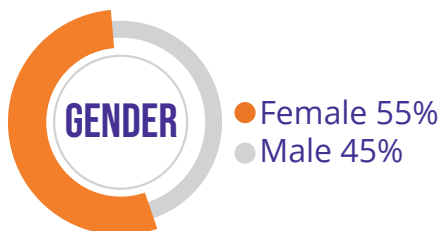
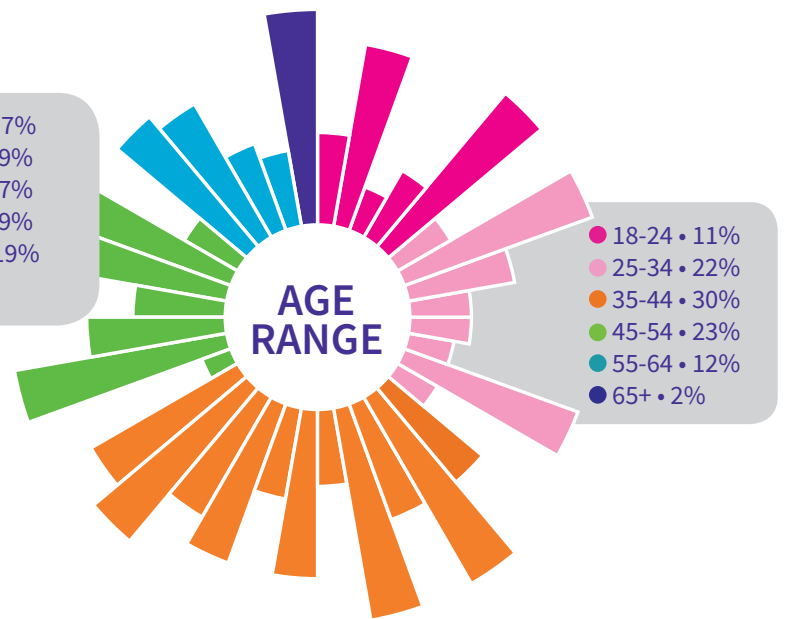
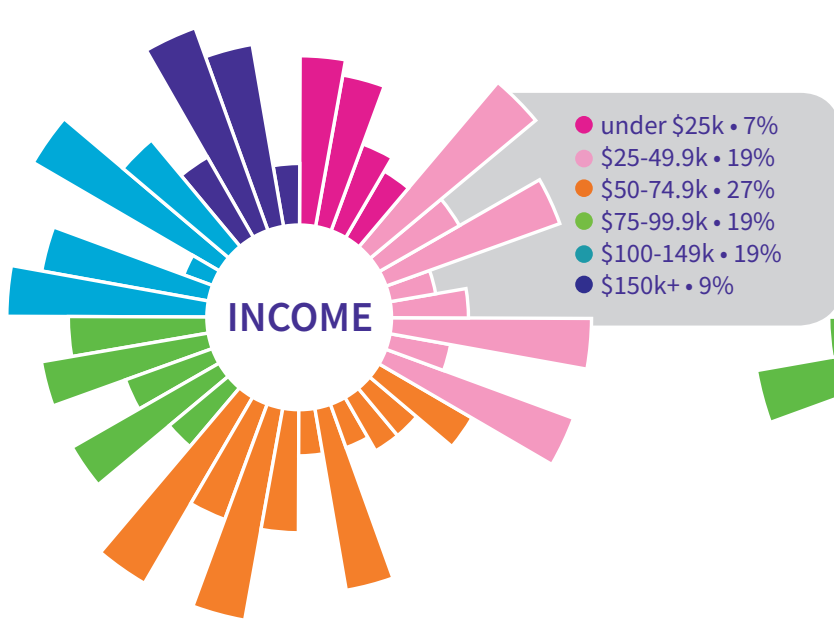
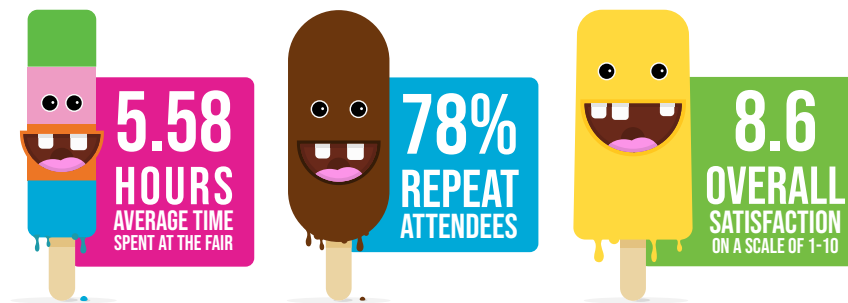
- **The 2024 KING WILLIAM ASSOCIATION GRANT PROGRAM** awarded \$68,700 to America's Walking Club; Bonham PTA, Jump Start and Friends of Bonham; Brackenridge High School Theater, Library, Cross Country, Football, Soccer, Dance and ROTC; The Cannoli Fund; Contemporary at Blue Star; Footbridge Foundation; Gardopia Gardens; Hermann Sons Ballroom; San Antonio Art League & Museum, San Antonio Mennonite Church; and San Antonio River Foundation. The KWA Grant Program has awarded close to \$800,000 since 2001.
- **COMMUNITY IMPROVEMENTS** including tree planting, public park and sidewalk enhancements, graffiti abatement, San Antonio River amenities, King William Cultural Arts District, and more.
- **FREE CONCERTS IN THE PARK** bringing together the San Antonio community to enjoy the best in live, local entertainment.
- **HOMEOWNER ASSISTANCE FUND** keeping residents in their home by funding an income-based repair fund for small emergencies such as tree limb falls, burst pipes, electrical issues, etc.



# The KING WILLIAM FAIR

## DEMOGRAPHIC SNAPSHOT

The King William Fair draws a diverse crowd from all walks of life to enjoy a safe family event and Fiesta atmosphere.



# Your INVESTMENT & BENEFITS

We have a variety of exclusive branding, visibility, and activation opportunities to fit your marketing needs. All sponsor levels include brand recognition on our website, brochure and map, and King William Association newsletter. We also like collaborating with sponsors to create unique and memorable experiences for our Fairgoers.



	Medals	Admissions	Social Media Posts	Brochure	Newsletter	Website Sponsor Page	Fair T-shirt Recognition	Website Sponsor Scroll	Admission Gate Signage	Booth	Website Homepage	Parade Float	
<b>\$50,000</b>	100	100	10	Logo	Logo	Logo	Logo	Logo	Logo	Logo 2 stages	●	Logo	Logo
<b>\$25,000</b>	50	50	6	Logo	Logo	Logo	Logo	Logo	Logo	Logo 2 stages	●	Logo	Logo
<b>\$10,000</b>	20	20	4	Logo	Logo	Logo	Logo	Logo	Logo	Logo 1 stage	●	Logo	Logo
<b>\$5,000</b>	10	10	3	Logo	Logo	Logo	Logo	Logo	Logo	Logo 1 stage			
<b>\$3,000</b>	6	6	2	Logo	Logo	Logo	Logo	Logo					
<b>\$1,000</b>	4	4	1	Logo	Logo	Logo	Logo	Logo					
<b>\$500</b>	2	2	1	Text	Text	Logo	Logo						



# KING WILLIAM Events



## SPONSORSHIP BUNDLES



Ask about increasing your benefits and marketing opportunities by bundling your Fair sponsorship investment with one or more of our additional signature events planned for 2025:

**Concerts in the Park Series – March to October**

**Designer Bag Bingo & Silent Auction – August**

**Holiday Home Tour – December**



**QUESTIONS? CONTACT**

**ANGELA SUHOR, EVENTS DIRECTOR**

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