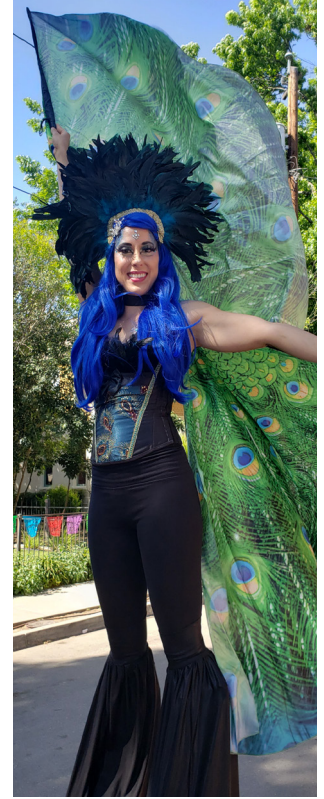


SPONSORSHIP OPPORTUNITIES



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 COMMEMORATIVE POSTER

Gold at TFEA

BEST MEDAL

Gold at TFEA

BEST SINGLE MAGAZINE DISPLAY 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, APRIL 29, 2023 • 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 fund-raising 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 school, business, non-profit, and social groups as they travel a 2-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 historical reenactments

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

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

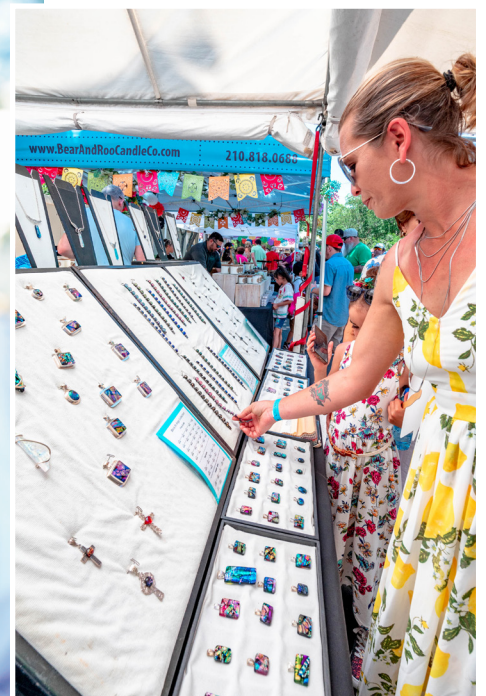
- **KID'S KINGDOM** featuring a variety of children's activities, rides, and entertainment

- **ARTISTS ALLEY** presenting live artist demonstrations and interactive art opportunities

APRIL 29, 2023 • 9am-6pm • 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:

-
- **KING WILLIAM ASSOCIATION GRANT PROGRAM** has awarded over \$600,000 since 2001 to Bonham Academy, Page Middle School, Brackenridge High School, The Cannoli Fund for Dogs & Cats, Jump-Start Performance Co., San Antonio Art League & Museum, Maxwell House (F&M Projects), Contemporary at Blue Star, Villa Finale Museum & Gardens, and more.
 - **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.

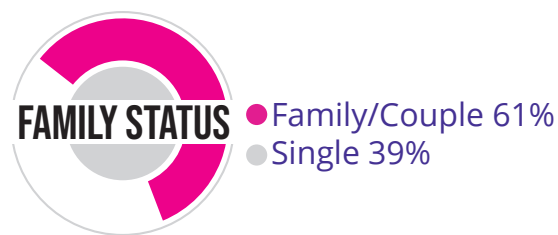
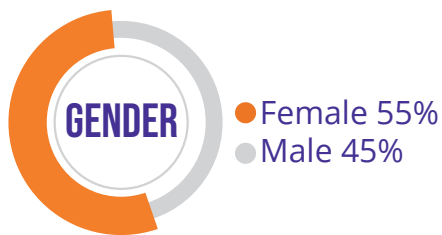
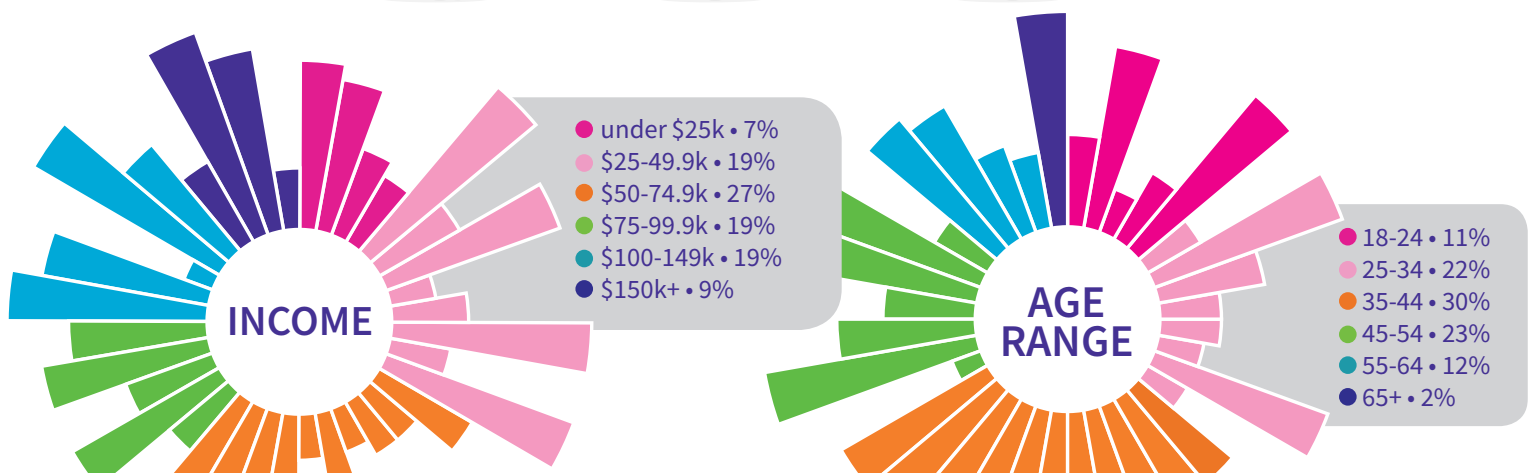
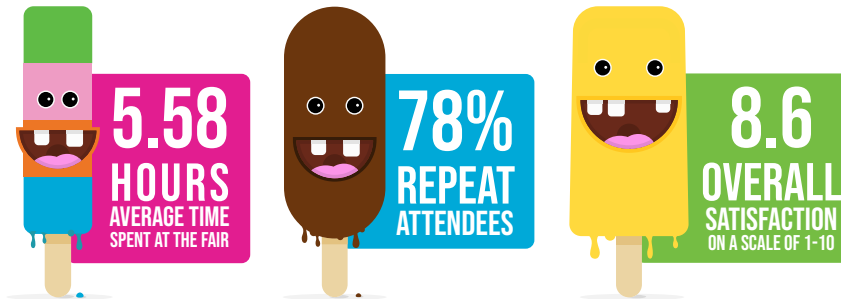


SAN ANTONIO HISTORICAL COMMISSION
ALFRED GILES HOUSE
BUILT BY PROMINENT SAN ANTONIO ARCHITECT ALFRED GILES, THE HOUSE WAS BUILT IN 1881 FOR ALFRED GILES, JR. A NATIVE OF SAN ANTONIO, GILES JR. CAME TO SAN ANTONIO IN THE MID-NINETEENTH CENTURY. HE ESTABLISHED A JEWELRY BUSINESS, BUT AFTER HE SOLD THE HOUSE, IT WAS USED FOR A VARIETY OF PURPOSES, INCLUDING A MEDICAL OFFICE AND A LITERARY STUDIO. THE HOUSE INCLUDES ITS WIDE FRONT PORCH WITH ITALIANATE DETAILING.
DEDICATED TEXAS HISTORIC LANDMARK-1983

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.



2023 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 2023:

Concerts in the Park Series – April to November

Sauerkraut Bend 5K River Run – October

Holiday Home Tour – December

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 love collaborating with sponsors to create unique and memorable experiences for our Fairgoers.



	Medals	Admissions	Social Media Posts	Brochure	Newsletter	Website Sponsor Page	Golf-cart Sign	Website Sponsor Scroll	Booth	Admission Gate Signage	Stage Sponsorship	Fair T-shirt Recognition	Website Homepage	Parade Float
\$50,000	20	50	●	Logo	Logo	Logo	Logo	Logo	●	Logo	Logo	Logo	Logo	Logo
\$10,000	10	20	●	Logo	Logo	Logo	Logo	Logo	●	Logo	Logo	Logo	Logo	Logo
\$5,000	5	10	●	Logo	Logo	Logo	Logo	Logo	●	Logo	Logo	Logo		
\$3,000	5	10	●	Logo	Logo	Logo	Logo	Logo	●					
\$1,000	3	6	●	Logo	Logo	Logo	Logo	Logo						
\$500	1	2	●	Text	Text	Text								



IN-KIND SPONSORSHIP LEVELS

In-Kind donors receive the same recognition as above levels to match your donation value.



SPONSORSHIP LEVELS



The King William Fair Parade is the official kick-off of the Fair and delights viewers with quirky and over-the-top entries along the 2-mile route through our historic neighborhood.

For the second year, our Parade will be **live-streamed by KSAT-TV** on their streaming service, app, and website. Amplify your Parade sponsorship investment as it reaches new audiences and receives additional pre-event promotional opportunities in partnership with KSAT-TV.

\$15,000 PARADE PRESENTING SPONSOR

- “King William Parade Presented by *Your Company*” in all Parade publicity and announced by KSAT-TV hosts
- Exclusive brand recognition on both kick-off and final Parade banners
- Company logo featured on all Parade storyline banners (minimum 15 banners)
- Float/entry in the Parade
- Hospitality package includes 20 admission wristbands, 10 VIP parking passes, 10 t-shirts, 10 medals

\$2,000+ PARADE FLOAT SPONSOR

- Float/entry in the Parade
- Banner recognizing *Your Company* as Float/entry sponsor
- Hospitality package includes 4 admission wristbands

\$500+ PARADE SPONSOR

- Company logo included on Parade sponsor banner • Hospitality package includes 2 admission wristbands

IN-KIND SPONSORSHIP LEVELS

In-Kind donors receive the same recognition as above levels to match your donation value.



QUESTIONS? CONTACT

JOHN COSTELLO, FAIR DIRECTOR

210-729-9793 • JOHN@KWFair.org • KWFair.org

122 Madison Street | San Antonio, TX 78204