

BOOTFEST

VICTORIA, TEXAS

October 1-2, 2021

BootFest.org

Bootfest Corporate Sponsorship Promotional Opportunities

Thank you for your interest in sponsoring Bootfest 2021. Since 2011, Bootfest has continued to grow into a hugely successful event by every measurement. The event features diverse entertainment like mainstream Country and Tejano music stars along with many family-friendly activities like the Kids' Corral, car, truck and motorcycle show, cornhole tournament, and more. Bootfest has become one of the largest festivals by attendance in between Corpus Christi, San Antonio, Austin and Houston.

Sponsoring Bootfest is a true partnership. We greatly appreciate the support of our sponsors, and we will help you and your business get in front of thousands of central and southern Texas residents.

All the best,



Joel Novosad
Director
City of Victoria Convention & Visitors Bureau

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Victoria Convention & Visitors Bureau
700 North Main St, Ste. 101
Victoria, Texas 77901

TITLE SPONSORS - \$10,000+

- Premiere festival feature naming rights
- Company logo on TV ad
- Company mention on radio ad
- On-stage appearance
- 16 Friday VIP passes
- 16 Saturday VIP passes
- 6 VIP parking passes
- Custom booth space
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Bootfest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion

ASSOCIATE TITLE SPONSORS - \$5,000

- High-profile festival feature naming rights
- Company logo on TV ad
- Company mention on radio ad
- On-stage appearance
- 8 Friday VIP passes
- 8 Saturday VIP passes
- 4 VIP parking passes
- 20 X 10 booth space
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Bootfest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion

Summary:

This sponsorship is intended to give companies the greatest exposure leading up to Bootfest and during the event. The company may take ownership of a premiere festival feature:

- **Main Stage** – The Bootfest Main Stage is where all eyes are focused at peak times of the event.

Summary:

This sponsorship is intended to give companies exposure leading up to Bootfest and during the event. The company may take ownership of a high-profile festival feature:

- **Kids' Corral** – Children's area that features a number of rides, games and activities that are free of charge.
- **VIP Hospitality Suite** – Private area for festival sponsors to enjoy food and beverage services.

BENEFACTOR - \$2,500

- Festival feature naming rights
- 4 Friday VIP passes
- 4 Saturday VIP passes
- 2 VIP parking passes
- 10 X 10 booth space
- Company name announced on stage
- Company logo on Jumbotron
- Company logo on Bootfest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion

PARTNER - \$1,250

- 2 Friday VIP passes
- 2 Saturday VIP passes
- 10 X 10 booth space
- Company name announced on stage
- Company logo on Jumbotron
- Company name on Bootfest volunteer shirts
- Company logo on website
- Social media mention
- E-Newsletter inclusion

Summary:

This sponsorship is intended to give a company exposure to attendees on-site, and a booth presence. The company may take ownership of a festival feature:

- **Koozie Sponsor** – Have your company koozies available for all festival attendees to grab at both festival beer booths.
- **Cornhole Tournament** – over 20 teams compete for prizes and bragging rights at this fun tournament on Saturday at Bootfest.
- **Western Crafts Patch** – Skilled Western artisans display their craft at Bootfest – leatherworkers, bootmakers, blacksmiths, and more!

Summary:

This sponsorship is intended to give a company exposure to attendees on-site and a booth presence.