

BOOTFEST

VICTORIA, TEXAS

October 1-2, 2021

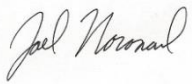
BootFest.org

Bootfest Media 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
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Bootfest Media Sponsorship Promotional Opportunities

***ASSOCIATE TITLE SPONSORS - \$5,000**

- 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

BENEFACTOR - \$2,500

- 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

***Media in-kind contribution limited to \$5,000 maximum. Combination of media in-kind and cash contribution may exceed \$5,000 limit.**