

Sponsorship Information



Sat, 11/28/2020 & Sat 12/05/2020

Come celebrate the **21st 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 free and accessible entertainment and 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.

Thank you for your consideration and we hope that you will join us for what has become a Hill Country tradition.

For Questions or Additional Information

Paul Barwick

Mobile: 210-845-3693

PBarwick@ci.boerne.tx.us

Mary Woods

Mobile: 830-431-5833

MWoods@ci.boerne.tx.us



SPONSORSHIP OPPORTUNITIES EVENT DATES Sat, 11/28/2020 & Sat 12/05/2020

DICKENS (TITLE SPONSOR) - \$10,000+

- Logo on Website with link to Sponsor's website or FB
- Logo on Event Welcome Signs (2 locations)
- Logo on all Sponsor panels on venue signs throughout event (6 locations)
- Logo on Sponsor recognition signage at Main Plaza Stage/Gazebo
- Sponsor "shout out" during event
- Logo on Event Guide
- Complimentary 10' x 10' Vendor Space on Main Plaza
- Complimentary parade entry and magnet for vehicle
- Recognition via Social Media and Boerne Star Thank You ad

CHRISTMAS CAROL SPONSOR – \$5,000 to \$9999

VENUES/FEATURES THAT CAN BE SPONSORED: SCROOGE VILLAGE, TINY TIM VILLAGE, DICKENS VILLAGE, POLE VILLAGE, SNOW SLIDE

ON-STREET AUTOMOTIVE DEALERS (See separate sheet for complete details)

- Logo on Website with link to Sponsor's website or FB
- Logo on Event Welcome Signs (2 locations)
- A-Frame Signage with name and logo
- Logo on Event Guide
- Complimentary parade entry and magnet for vehicle
- Recognition via Social Media and Boerne Star Thank You ad

FEZZIWIG SPONSOR - \$2,500 to \$4,999

- Logo on Website with link to Sponsor's website or FB
- Logo on Event Welcome Signs (2 locations)
- Logo on Sponsor recognition signage at Main Plaza Stage/Gazebo
- Logo on Event Guide
- Recognition via Social Media and Boerne Star Thank You ad

BOB CRATCHIT SPONSOR - \$1,000 to \$2,499

- Logo on Website Sponsor page with link to Sponsor's website or FB
- Logo on Event Welcome Signs (2 locations)
- Logo on Sponsor recognition signage at Main Plaza Stage/Gazebo
- Logo on Event Guide
- Recognition via Boerne Star Thank You ad

TINY TIM SPONSOR - \$500 to \$999

- Logo on Website Sponsor page with link to Sponsor's website or FB
- Name on Event Guide
- Recognition via Boerne Star Thank You ad

ALL

- Event Host will provide info showing opportunities to promote your participation in Dickens on Main

Other options available – ask us for details!



10 MILLION +

POSSIBLE IMPRESSIONS
IN MAJOR PRINT, DIGITAL
& BROADCAST MEDIA

450+ TV COMMERCIALS
aired on 25 cable network stations



More than
15,000
social media
followers

Thank You!



to our 2019 Sponsors & Community Volunteers.



Your support of Dickens on Main is greatly appreciated!

SPONSORS

CHARLES DICKENS



A CHRISTMAS CAROL



FEZZIWIG



BOB CRATCHIT



TINY TIM



VOLUNTEER ORGANIZATIONS

- City of Boerne Employees
- Boerne Noon Rotary Club
- Boerne High School National Honor Society
- Boerne Middle School South National Junior Honor Society
- Boerne Student Organization
- Champion High School National Honor Society
- Hill Country Council for the Arts
- AF Junior ROTC
- Key Club San Antonio



2019
 Sponsor &
 Volunteer
 Thank You Ad
 Boerne Star



2020 Sponsorship Agreement

Thank you for your support of Dickens on Main!

Hill Country Council for the Arts

Tax ID # 74-2978666

Sponsor Name:

(as it should appear in printed materials)

Contact Person:

Title:

Address:

City, State, Zip:

Phone: ()

Email:

Signature Required:

SPONSORSHIP SELECTION

- DICKENS SPONSOR (TITLE SPONSOR) - \$10,000 +
- CHRISTMAS CAROL SPONSOR (SELECT 1 BELOW) - \$5,000
 - VENUE: SCROOGE VILLAGE
 - VENUE: TINY TIM VILLAGE
 - VENUE: DICKENS VILLAGE
 - AUTOMOTIVE
 - ICE CARVING BATTLE
 - SNOW SLIDE
- FEZZIWIG SPONSOR - \$2,500
- BOB CRATCHIT SPONSOR - \$1,000
- TINY TIM SPONSOR - \$500
- FRIENDS OF DICKENS - \$250
- OTHER – AMOUNT \$ _____

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