



# Main Street Advisory Board Agenda Item Report

Date: Wednesday, March 11, 2020

## Agenda Item No. 2020-195- #F.1

Contact: Maggie Gillespie

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**Subject: Discussion and possible action regarding the sponsorship of the Buda Lion's Club Wiener Dog Races and recommendation for general guidelines on future sponsorship opportunities.**

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### 1. Executive Summary

The Main Street Advisory Board will consider sponsorship of the Buda Lion's Club County Fair and Wiener Dog Races and make recommendations on how to market the downtown to the event audience. Potential sponsorship levels include:

-Diamond Sponsorship Level \$5000.00 and higher

The Buda Lions Club will custom tailor a sponsorship package to meet your company's specific needs, including industry exclusive sponsorships, marketing rights, solicitation rights, additional passes and wristbands. For tailored sponsorships, please contact Justin Krause at [budalions@budalions.com](mailto:budalions@budalions.com).

-Platinum Sponsorship Level \$2500.00

Your choice of Sole Sponsor for one (1) of the following events:

BB-Q Cook-Off, Bake-Off, Buda Bee, Pet Parade, Kids Games, or Race Track

Your company name on the back of the wiener dog t-shirt in large bold font.

A total of 6 wiener dog t-shirts and 6 posters for sponsorship.

10 VIP Wristbands for access to Lions Club hospitality tent, and a 12x12 area for private hospitality tent

Company name on Sponsors Banner

-Gold Sponsorship Level \$1000.00

Your company name on the back of wiener dog t-shirt in bold font.

A total of 4 wiener dog t-shirts and 4 posters for sponsorship.

Periodic announcements of company name throughout the 2-day event.

Corporate banners displayed in the park for guests to see your support.

5 VIP Wristbands for access to Lions Club hospitality tent, and a 12x12 area for private hospitality tent

Company name on Sponsors Banner

-Silver Sponsorship Level \$500.00

Your company name on back of t-shirt in larger font

A total of 2 wiener dog t-shirts and 2 posters for sponsorship.

Periodic announcements of company name throughout the 2-day event.

Corporate banner displayed in the park for guests to see your support.

4 VIP Wristbands for access to Lions Club hospitality tent.

Company name on Sponsors Banner

-Blue Sponsorship Level \$275.00

Company name on back of t-shirt and banner attached to grandstands.

A total of 1 wiener dog t-shirts and 1 poster for sponsorship.

Periodic announcements of company name throughout the 2-day event.

2 VIP Wristbands for access to Lions Club hospitality tent.

Company name on Sponsors Banner

## **2. Background/History**

In 2019, the Buda Lion's Club relocated their County Fair and Wiener Dog Races to Buck's Back Yard as a result of the City Park closure. City Park is anticipated to be open in time for the 2020 event, however, the Buda Lion's Club is considering keeping the fair at Buck's Back Yard for an additional year and potentially longer. In 2019 the Main Street Advisory Board sponsored the event with in-kind food donations at the \$1000 level buy purchasing and delivering food from downtown establishments for the VIPs and volunteers.

## **3. Staff's review and analysis**

## **4. Financial Impact**

## **5. Summary/Conclusion**

## **6. Pros and Cons**

## **7. Alternatives**

There is an alternative option to not sponsor the event and focusing on marketing to the audience and a Buda-fication project to draw guests to downtown during the weekend and after.

## **8. Recommendation**