



Tomar and the FCs - © Suzanne Cordeiro



BAR K PARK - LAGO VISTA, TX
SATURDAY, APRIL 30, 2022

2022 SPONSORSHIP OPPORTUNITIES

THE MOST EXCITEMENT ON THE NORTH SHORE

Thank you for taking the time to review this sponsorship proposal for the 5th annual **Lago Fest** - a festival filled with **BOATS, BEATS, ARTS, & EATS**.

Since its inception, Lago Fest has grown into the largest music, arts, and food festival on the north shore of Lake Travis and has brought nationally renown musical acts together with Texas favorites and local up-and-comers. Coming off another successful and well-attended event prior to COVID shutdowns, Lago Fest is back with a fervor, grabbing the attention of hungry festival goers as a must-attend spring event for friends & family, food & drink, a warm positive vibe, and of course, art and music.

Sponsoring Lago Fest gives your business the opportunity to get your name in front of thousands of people, to be associated with good times and great music, and to be known for helping bring back the spring's best event to Lago Vista and Lake Travis' north shore.

www.lagofest.com





Lago Fest is produced by the City of Lago Vista, TX, with help from North Lake Travis Chamber of Commerce, Lago Vista Property Owners Association, and a handful of dedicated volunteers. Our mission is to create a cultural hub that satisfies the desires of the growing population for outdoor festival entertainment in a unique, small town lake setting and without high ticket prices associated with festivals in the downtown Austin area. Lago Fest relies on our valued sponsors to support this exciting event.

Lago Fest is an all ages event and boasts FREE festival entrance. We'd like to keep it that way which is why sponsorships are so important to the equation. The event is set in beautiful Bar K Park - a peninsula surrounded by the gorgeous waters of Lake Travis.

Lago Fest BOATS arrive on shore en masse with racers from the Austin Yacht Club's annual Turnback Regatta. Each year, AYC plans their historic regatta around Lago Fest - bringing in expert sailors from around the country to race from the other side of the lake in Austin/Lake-way to the festival grounds in Lago Vista to spend the day at the festival, camp out over night, and race back the next morning. Avid sporting boaters also arrive on shore for a day of activities and entertainment as part of their weekend recreation or staycation plans.

Lago Fest BEATS hits the high notes. In 2018, Texas legends, **Asleep at the Wheel**, headlined a full lineup of bands including SXSW's spotlight artist, **The Nightowls** and Lago Vista's own Country Music Award winner Drew Womack (lead singer of country legend band **Lonestar**). Lago Fest 2019 presented a jam packed day with music from original Texas Outlaw **Ray Wylie Hubbard, Tomar and the FCs, South Austin Moonlighters** and more. COVID hit the live event scene hard, shuttering venues around the world. In 2022 Lago Fest is back with an extraordinary lineup including what music critics are calling the brightest hopes for modern Americana, **Blue Water Highway**, and Austin Music Awards winner **Shinyribs** - the 9-piece swampadelic, sonic melting pot of Texas blues, New Orleans R&B funk, horn-driven Memphis soul, country twang, border music, big band swing, and roots.

Lago Fest ARTS offers a fun, market style shopping experience of creative and crafty one-of-a-kind pieces of pottery, paintings, jewelry, and other unique and original handmade works by professional Texas artists. It's the perfect place to find unique gifts or artwork for the home.

Lago Fest EATS presents a curated selection of food trucks with offerings to satisfy every taste from Lobster tacos to gourmet gelato carts, from good ole' American favorites to down-home Texas BBQ. Our food trucks enjoy a brisk business and each year vie for a spot in Lago Fest EATS.

SPONSORSHIP OPPORTUNITIES

As Lago Fest's popularity and attendance grows, so does our need for support from key leaders in the business community. Sponsoring Lago Fest allows us to bring in the high-demand talent that brings in the crowds while providing you with valuable promotional and on-site exposure to the most influential demographic in the area. It forever associates your name with Lago Fest and solidifies the understanding of our audience that **you** help make it happen!

WHO IS OUR AUDIENCE?

Since it's inception, we have averaged between 4,000 and 6,000 in attendance on our field. Here is what we have learned from them:

- A majority of our audience lives in Lago Vista and other north shore communities.
- Lago Fest draws an audience from Central Texas, Texas, and other states.
- Lago Vista is experiencing unprecedented population growth with an increasing demographic of young professionals with families.
- Lago Fest targets savvy consumers in the peak of personal consumption.
- Our festival goers are heavily involved in social media and often rely a lot on word-of-mouth, online reviews, and experiences such as sponsorship activations when choosing a product or business.



- More than 80% of our local audience are homeowners.
- There is an even split between male and female attendees.
- Nearby communities are some of the fastest growing in the country.
- Our marketing area includes the North Lake Travis communities including Lago Vista, Point Venture, and Jonestown, areas of Burnett County, all of Williamson and Travis Counties, and the greater South Central Texas region. The population in this area exceeds 2 million people.

WHAT'S IN IT FOR OUR SPONSORS?

Plenty. Lago Fest offers a plethora of benefits to our sponsors based on sponsorship levels and exciting add ons which may include:

- Representation as "Lago Fest, brought to you by <YOUR BRAND>" in logos and/or text in all festival marketing and collateral materials
- Inclusion on commemorative 5th anniversary festival poster
- Having a space on Sponsors Row, allowing you to introduce yourself to thousands of attendees on the day of the festival
- Naming rights to the festival, festival stage or other major areas of the festival.
- Sponsorship of specific performances
- Hanging of banners on the festival grounds
- Acknowledgement in major radio campaign
- On-site VIP parking
- VIP Lounge tickets
- Rounds of golf at Lago Vista Golf Course
- Stage mentions
- Corporate acknowledgement in print marketing materials for Lago Fest including print advertising, posters, event banners, and staff shirts
- Corporate logo on Lago Fest eblasts
- Social media mentions, photos, interviews
- Interactive corporate logo on Lago Fest website
- Inclusion in festival marketing video
- Creative assistance in developing on-site festival sponsor activation area



Lago Fest 2019 - © Suzanne Cordeiro

BASE SPONSORSHIP PACKAGES

Kevin Russell of Shinyribs, ACL Live - ©Scott Newton

SPINNAKER | \$10,000

Logo featured in:

- all advertising and promotions (*must meet contract deadlines*)
- festival website
- festival t-shirts
- major festival banners
- direct mail to all Lago Vista residents

Special acknowledgement:

- broadcast radio ads
- press releases
- eblasts
- newsletter
- press inquiries
- interviews
- social media posts including photos of festival site activation
- event listings
- digital takeovers
- stage mentions
- direct mail to all Lago Vista residents

Festival site space

- Variable size for unique sponsor
- activation.

VIP Lounge

- Ten (10) tickets

Lago Vista Golf Course

- Eight (8) rounds of 18-hole golf

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed

MAINSAIL | \$7,500

Logo included in:

- advertising and promotions (*must meet contract deadlines*)
- festival website
- festival t-shirts
- festival banners
- direct mail to all Lago Vista residents

Special acknowledgement:

- press releases
- eblasts
- newsletter
- social media posts
- event listings
- digital takeovers
- stage mentions

Festival site space

- Variable size to accommodate unique sponsor activation.

VIP Lounge

- Eight (8) tickets

Lago Vista Golf Course

- Four (4) rounds of 18-hole golf

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed

GENOA | \$5,000

Logo included in:

- promotions
- festival website
- festival t-shirts
- festival banner

Special acknowledgement:

- social media posts
- eblast
- newsletter

Festival site space

- 10x10 area

VIP Lounge

- Six (6) tickets

Lago Vista Golf Course

- Two (2) rounds of 18-hole golf

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed

BASE SPONSORSHIP PACKAGES

Kevin Russell of Shinyribs, ACL Live - ©Scott Newton

JIB | \$2,500

Logo included in:

- festival website
- festival t-shirts
- festival banner

Special acknowledgement:

- social media posts
- eblast
- newsletter

Festival site space

- 10x10 area

VIP Lounge

- Four (4) tickets

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed

CREW | \$1,500

Logo included in:

- festival signs

Special acknowledgement:

- festival website
- festival t-shirts
- newsletter
- eblast

Festival site space

- 10x10 area

VIP Lounge

- Two (2) tickets

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed

MINNOW | \$500

Logo included in:

- festival sign

Special acknowledgement:

- festival website
- festival t-shirts

Festival site space

- 10x10 area

Onsite VIP festival parking

5th Anniversary festival poster - commemorative, autographed



SPONSORSHIP AGREEMENT

SPONSOR COMPANY _____

CONTACT NAME _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____

E-MAIL _____ WEB SITE _____

DAY OF EVENT CONTACT _____

DAY OF EVENT PHONE _____ DAY OF EVENT E-MAIL _____

LEVEL OF BASE SPONSORSHIP

- ☐ \$10,000 Spinnaker
- ☐ \$7,500 Mainsail
- ☐ \$5,000 Genoa
- ☐ \$2,500 Jib
- ☐ \$1,500 Crew
- ☐ \$500 Minnow

ADD ONS (Discuss with your sponsorship representative for creative options.)

- ☐ \$_____ Main Stage Headliner Performance Sponsor (Available only for levels Mainsail & above.)
- ☐ \$_____ Main Stage Music Performance (Available only for levels Mainsail & above.)
- ☐ \$_____ Lago Fest EATS Food Court Naming Sponsor (Available for levels Crew and above only.)
- ☐ \$_____ Lago Fest ARTS Market Naming Sponsor (Available for levels Crew and above only.)
- ☐ \$_____ VIP Lounge Naming Sponsor (Available for levels Crew and above only.)
- ☐ \$_____ Kids Zone Naming Sponsor (Available for levels Crew and above only.)

\$_____ **TOTAL SPONSORSHIP**

PAYMENT DUE WITH SIGNED CONTRACT.

Make check payable to "City of Lago Vista" (**Memo line:** LF Sponsor 2022)

MAIL FORMS AND CHECK TO:

City of Lago Vista
PO Box 4727
Lago Vista, TX 78645
Attn: Lago Fest Sponsorship

E-MAIL LOGO ART TO:

mkuntzsch@lagovistatexas.gov
Logo art should be in hi-res vector format
(such as .ai or .pdf) so that we can scale
your logo across all appropriate media.

PLEASE READ, SIGN, AND SEND ATTACHED TERMS & CONDITIONS ALONG WITH PAYMENT & THIS FORM

SPONSOR SIGNATURE _____ DATE _____

YOUR SPONSORSHIP REPRESENTATIVE NAME _____

PHONE _____ EMAIL _____

For further information, please contact **DAVID WILLIAMS**, Sponsorship Director,
at **832.696.4444** or **davwil@icloud.com**, to customize a plan that works for you.

LAGO FEST SPONSORSHIP TERMS AND CONDITIONS

Pursuant to the terms described below, you ("you" or "Sponsor") agree to enter into a sponsorship agreement with the City of Lago Vista ("COLV") for the April 30, 2022 Lago Fest ("LF").

In consideration of the agreements, representations and obligations stated here, including those in the LF sponsorship opportunities brochure, which is part of this agreement, (collectively the "Sponsorship Agreement")—and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—COLV and Sponsor, have entered into this Sponsorship Agreement and agree to be legally bound,

1. **TERM:** The term of the Sponsorship Agreement commences on the date signed by Sponsor (the "effective date") and shall expire on May 1, 2022 (the "Term").
2. **SPONSORSHIP FEE:** As a LF Sponsor at the _____ level PLUS any ADD ONS valued at \$_____ for _____, the Sponsor shall pay to the COLV a non-refundable sponsorship fee of \$_____, payable within 15 (15) days of the effective date. Payments shall be made in US dollars, by check made payable to the "City of Lago Vista" (information supplied on signed "Sponsorship Agreement") and mailed to City of Lago Vista, PO Box 4727, Lago Vista, TX 78645 or delivered to 5803 Thunderbird Street, Lago Vista, TX.
3. **ADVERTISING AND SPONSORSHIP BENEFITS:** The Sponsor will receive the benefits attributable to chosen sponsorship level, as set forth in the Sponsorship brochure.
4. **ACTIVATION SITE MATERIALS:** Except as otherwise agreed by the parties, Sponsor shall be responsible for any and all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any activation site materials at the LF. The COLV may reject, in its reasonable discretion, any element thereof that it deems unsuitable in content or format for the space designated to Sponsor.
5. **SPONSOR MATERIALS:** Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).
6. **SPONSOR PERSONNEL:** Sponsor shall ensure that all Sponsor personnel follow the rules and instructions provided by representatives of the COLV on site at the LF or otherwise, in connection with this Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).
7. **FORCE MAJEURE:** Sponsor acknowledges and agrees that the LF is subject to cancellation in the event of inclement weather, or other force majeure event, as determined in the reasonable discretion of the COLV. Accordingly, Sponsor waives rights to continuing benefits on day of Lago Fest should it be canceled on the day of the festival due to inclement weather or other force majeure. COLV shall have no liability to Sponsor in the event of such cancellation of LF, and no portion of the Sponsorship Fee shall be refunded.
8. **INDEMNIFICATION:** Sponsor agrees to indemnify, defend and hold harmless the COLV and its directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage.

Sponsor further agrees to reimburse any COLV indemnitee for any and all losses, damages, liabilities, costs or expenses (including reasonable attorneys' and professionals' fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether or not pending or threatened, and whether or not any COLV Indemnitee is a party).

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LAGO FEST SPONSORSHIP TERMS AND CONDITIONS (CONTINUED)

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9. **INSURANCE:** [Applies ONLY to sponsors that will have a display, activations, or booth at the Festival site. Cross this section out if it does not apply.] Sponsor warrants and represents that it has (or will secure prior to the LF) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term: (a) Workers' compensation insurance in compliance with statutory laws. (b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate. (c) Umbrella liability insurance, in excess of (b) above, with minimum limits of: \$2 million per occurrence and \$2 million general aggregate.

10. **MISCELLANEOUS.** In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid, illegal or unenforceable, the affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations, and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute one and the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

ACCEPTED FOR THE SPONSOR

Signature: _____

Name: _____

Title: _____

Date: _____

Address: _____

Telephone: _____

E-mail: _____

FOR THE CITY OF LAGO VISTA

Signature: _____

Name: _____

Title: _____