



HISTORIC DOWNTOWN TAYLOR | SATURDAY MAY 7, 2016 | 10 AM - 9 PM

It's that time again! Spring has sprung and it's time for Blackland Prairie Days!

Our festival will be held in the heart of our Historic Downtown District – right on Main Street. We are closing Main Street from 2<sup>nd</sup> to 5<sup>th</sup> Streets and 3<sup>rd</sup> and 4<sup>th</sup> Streets from Porter to Main Street, giving us plenty of room to spread out and showcase our downtown businesses and beautiful historic buildings.

Sponsorship in Taylor's Blackland Prairie Days is a great way to support your community and promote your business. All proceeds from the festival go to the Taylor Main Street program for revitalization activities for our downtown area, including historic preservation, business promotion and economic development. It's also a great way to demonstrate your support in a very visible way and take advantage of potential marketing opportunities for your business or organization.

We hope you will consider being a Festival sponsor this year. We appreciate your past support and look forward to working with you to help make this year's Blackland Prairie Days a huge success.

Taylor's Blackland Prairie Days Committee Contact information:

Deby Lannen (W) 512-352-3463

[deby.lannen@taylortx.gov](mailto:deby.lannen@taylortx.gov)





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## You are invited to be a 2016 Festival Sponsor!

**LOCATION:** Historic Downtown Taylor - Main Street from 2<sup>nd</sup> to 5<sup>th</sup> Streets and 3<sup>rd</sup> and 4<sup>th</sup> from Porter to Main Street including Heritage Square and City Hall parking lot

**DATES/TIMES:** Saturday, May 7, 2016 | 10 a.m. - 9 p.m.

**ATTENDANCE:** Estimated to be 7,000 +

**AUDIENCE:** Family event to include all ages from the Central Texas region.

**ACTIVITIES:** Traditional family festival with fun-filled activities throughout the day featuring unique shopping at arts & crafts booths, entertainment and plenty of food and a street dance and entertainment during the evening. Children's activities including pony rides, petting zoo, and much, much more!

### MARKETING

**OPPORTUNITY:** Radio, print and website coverage (Partnership sponsor level)  
Sponsorship banner placements opportunity  
On-site signage provided by Festival  
Podium recognition throughout the day  
Booth/exhibit space

### PROMOTION

**IDEAS:** Product sampling and sales  
Database development (register to win)  
Contests/promotions  
Premium incentives  
Coupon/bounce backs  
Cross-promotions/sponsor partnerships

**ALL SPONSORSHIPS SUPPORT THE TAYLOR MAIN STREET PROGRAM!**

Contact: Deby Lannen, Main St. Manager | 512-352-3463





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## Title Sponsorships

\$1,500

### Festival Components Available for Sponsorship

- Arts & Crafts
  - Food Court
  - Main Festival Stage
  - Children's area
- 
- Title sponsor of major Festival Component
  - Signage on sponsored Festival Component and around the Festival area.
  - Sponsorship recognition will be announced throughout the day.
  - Free booth space for sponsor's business.
  - Listing on website





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## Community Sponsorships

\$500-\$1000

Community Sponsorships Available

- **Various Kids Activities**
- **Street Dance/Evening Activities**
- Major sponsor of selected Festival Component.
- Signage on sponsored Festival Component and around the Festival area.
- Free booth space for sponsor's business.
- Sponsorship recognition will be announced throughout the day.





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## Sponsorship Form

Name: \_\_\_\_\_

Company name: (As it would appear on signage)

\_\_\_\_\_

Brief commercial about your business to be announced between acts on the Main Stage:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Owner/Manager

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternative Phone: \_\_\_\_\_

Sponsorship selection: \_\_\_\_\_ Check enclosed: \$ \_\_\_\_\_

Make checks payable to "Taylor's Blackland Prairie Days"

Please send in application and sponsorship fee no later than April 18, 2016 in order to have your company name on promotional materials. For additional information, contact Deby Lannen, Taylor Main Street, 512-352-3463, or email [deby.lannen@taylortx.gov](mailto:deby.lannen@taylortx.gov).

Send form and check to:

**Taylor's Blackland Prairie Days**  
400 Porter Street  
Taylor, TX 76574

