



First Saturday in November

(361) 449-2481 or (888) 600-3121 or email [info@georgeweststoryfest.org](mailto:info@georgeweststoryfest.org)

**8,000**  
South Texans  
**1 day**  
**1 place!**

## 2018 Sponsorship Opportunities

- **Stage Sponsorships** – One (1) sponsor per stage **SOLD** \$3,000  
Storytelling and other live entertainment to a captive audience!
- **Official Product or Service** – “Official” designation grants exclusivity \$3,000  
Align your brand with a proven marketing tool and get exclusivity
- **Event Sponsor** - Up to two (2) sponsors accepted per event \$3,000  
Pick any of these exciting events and jump on board
  - The world famous Red Wagon Parade **Pending**
  - Every parent’s favorite...The Children’s Area **SOLD**
  - Kids of all ages love the Petting Zoo **SOLD**
  - Cherish the past and sponsor the Living History Exhibits
  - The pre-festival event, Dobie Dichos **Partially SOLD**
  - Texas State Liars’ Contest © is the biggest draw at the event! **Pending**
  - The car show is always a huge draw **Pending**
  - Laser Show celebrating Storyfest’s 30<sup>th</sup> anniversary **SOLD**
  - The Motorcycle Show is our newest attraction **SOLD**
  - The Johnny Campbell Cowboy Gathering honors our own cowboy poet **SOLD**
  - The shade pavilion is THE gathering place during the festival **SOLD**
  - Your logo on the ticket booths will be seen by every attendee -- **SOLD**



### ***All above sponsorships come with the following benefits:***

1. Company/organization logo in official festival purchased media including but not limited to:
  - a. (10 min. qty.) television spots
  - b. (1) ½ page event program ad in following newspapers: *Beeville Bee-Picayune, The Karnes Countywide, The Progress, Refugio County Press, Goliad Advance-Guard, and San Patricio County News.*
2. Company/organization logo in official festival print media including but not limited to:
  - a. (100 min. qty.) event posters
  - b. On official event web page with hyper link to sponsor site (stays up all year)
3. Up to two (2) sponsor-supplied banners hung on event grounds, max. size 3’x8’
4. Minimum of four (4) stage mentions
5. Minimum of two (2) Facebook posts of sponsor-supplied message

*Availability of inventory listed will change without notice.  
Contract must be signed by August 30, 2018, for inclusion in printed items*



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## 2018 Sponsorship Opportunities Page 2

- **Participating Sponsor with 8x8 booth** **\$2,000**  
Event will provide 8x8 booth, electricity, (1) table and (2) chairs
- **Participating Sponsor without booth** **\$1,500**
- **Performance Sponsor** – Sponsor a storyteller or musician...or both! **\$1,500**  
Multiple performances throughout the day

***All above sponsorships come with the following benefits:***

1. Company/organization name in official festival advertising including but not limited to:
  - a. (1) ¼ page event program ad in the following newspapers: *Beeville Bee-Picayune, Karnes Countywide, The Progress, Refugio County Press, Goliad Advance-Guard, and San Patricio County News.*
  - b. On official event web page with hyper link to sponsor site (stays up all y
2. One (1) sponsor-supplied banner hung on event grounds, max. size 3'x8'
3. Minimum of two (2) stage mentions
4. One (1) Facebook post



- **Signage Sponsor** – Up to two (2) banners on event grounds **\$1,000**
- **Heritage Sponsor** - Listing in event program and in local newspapers **\$100 - \$500**

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- **Storytelling in the Schools** - We send professional storytellers into area school districts to educate our youth through the art of storytelling.
  - George West ISD – one storyteller for each of four (4) campuses **\*\$3,000**
  - Three Rivers ISD – elementary **\$1,000**
  - McMullen ISD (Tilden) – grades K-8 **\$1,000**
  - Orange Grove ISD – campus TBA **\$1,000**
  - Beeville ISD (Elementary/Middle School campuses) **\$1,000**
  - Pawnee ISD – grades Pre-K – 8 **\$1,000**
  - Mathis ISD – grades Pre-K – 4 **\$1,000**
  - Skidmore-Tynan ISD **\$1,000**
  - Alice ISD – Schallert Elem., Noonan Elem. **\$1,000**
  - Pettus ISD **\$1,000**

*Above list is proposed. Availability of schools is subject to approval of district.*

***Storytelling sponsorships come with the following benefits:***

1. Announcements at school regarding your sponsorship
2. Opportunity to provide free, age-appropriate promotional materials
3. \* George West ISD sponsorship benefits same as \$3,000 level on previous page



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Please send form, payment, banner, and logo or camera-ready artwork for advertising to George West Storyfest, P.O. Box 660, George West, Texas, 78022. If you have questions, please call (361) 449-2481 or (888) 600-3121 or email [info@georgeweststoryfest.org](mailto:info@georgeweststoryfest.org).

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

Contact Person: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

### Sponsorship Investment Level

\$3,000 \_\_\_\_\_

\$2,000 \_\_\_\_\_

\$1,500 \_\_\_\_\_

\$1000 \_\_\_\_\_

\$500 \_\_\_\_\_

\$100-500 \_\_\_\_\_

If sponsoring specific event/storyteller/musician, please indicate preference:

\_\_\_\_\_

### School Sponsorship

\$3,000 \_\_\_\_\_ George West ISD

\$1,000 \_\_\_\_\_ Beeville ISD

\$1,000 \_\_\_\_\_ Pettus ISD

\$1,000 \_\_\_\_\_ Alice ISD

\$1,000 \_\_\_\_\_ Mathis ISD

\$1,000 \_\_\_\_\_ Orange Grove ISD

\$1,000 \_\_\_\_\_ Skidmore-Tynan ISD

\$1,000 \_\_\_\_\_ Three Rivers ISD

\$1,000 \_\_\_\_\_ McMullen Co. ISD



**DEADLINE:**  
**Aug. 30**



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## STORYFEST EVENT REQUIREMENTS

ORGANIZATION OR COMPANY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE WK: \_\_\_\_\_ PHONE CELL: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BOOTH SIZE: \_\_\_\_\_

**PLEASE LIST TYPE OF ITEMS TO BE DISPLAYED OR SOLD:**

\_\_\_\_\_  
\_\_\_\_\_

TABLES AND CHAIRS NEEDED: \_\_\_\_\_ TABLE QTY. \_\_\_\_\_ CHAIR QTY. \_\_\_\_\_

BANNERS: PER YOUR AGREEMENT, HOW MANY BANNERS WILL YOU BE SUPPLYING TO THE FESTIVAL: \_\_\_\_\_

***Banners must be received at the Buck West House (600 Houston Street George West, TX) no later than October 19, 2018. Maximum banner size not to exceed 3'x8'.***

**ELECTRICAL REQUIREMENTS** (Please be specific)

APPLIANCE TYPE: \_\_\_\_\_

APPLIANCE USE: \_\_\_\_\_

VOLTAGE: \_\_\_\_\_ WATTAGE: \_\_\_\_\_ AMPERAGE: \_\_\_\_\_

DESCRIPTION OF ADDITIONAL, SPECIAL ELECTRICAL NEEDS: \_\_\_\_\_

\_\_\_\_\_

**PLEASE RETURN TO:**

George West Storyfest, P.O. Box 660, George West, Texas, 78022.

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## STORYFEST DEMOGRAPHICS

### AGE

75% (estimated at 6,375) were over 13 years old.

25% (estimated at 2,125) reported having children under 13 in their party.

### LENGTH OF STAY

75% (estimated at 6,375) attend the event for one day.

10% (estimated at 850) stay in the area for two days

15% (estimated at 1,275) stay in the area for three days or longer

### FAVORITE EVENT RANKINGS

Events within Storyfest were rank-order identified as being:

(1) MOST FAVORITE; (2) Second most favorite; (3) Third most favorite; (4) Fourth most favorite; and (5) Fifth most favorite were:

100% MOST FAVORITE – The music

99.3% 2<sup>ND</sup> MOST FAVORITE - The Storytelling

97.2% 3<sup>rd</sup> MOST FAVORITE - The Cowboy Poets

93.8% 4<sup>th</sup> MOST FAVORITE - Arts and Crafts

82.6% 5<sup>th</sup> MOST FAVORITE - Kid's Area

### ATTENDEE ORIGINATION

Most attendees live or reported being from the following ZIP Codes:

13.9% - 78022 (estimated 1182 attendees)

8.3% - 78418 (estimated 706 attendees)

4.9% - 78102 (estimated 417 attendees)

4.9% - 78368 (estimated 417 attendees)

4.9% - 78374 (estimated 417 attendees)

3.5% - 78362 (estimated 298 attendees)

3.5% - 78380 (estimated 298 attendees)

Attendees live or reported being from fifty (50) different zip code locations.

### HOW DID YOU HEAR ABOUT STORYFEST

41.1% - Friend

9.7% - Internet

35.4% - Newspaper

2.1% - Magazine

29.6% - Other media

16.7% - Television

16% - Radio

13.2% - Posters

12.5% - Billboard

