



SAN ANTONIO HIGHLAND GAMES ASSOCIATION
2015 SPONSORSHIP PROSPECTUS



FACT SHEET

DATES: April 11-12, 2015

TIMES: Saturday, April 11 – 9 a.m. – 7 p.m.
Sunday, April 12 – 11 a.m. – 6 p.m.

WHERE: Helotes Festival Grounds
12210 Leslie Road
Helotes, TX 78023

Take Bandera Road/Hwy 16 West outside of Loop 1604. Turn left on to Leslie Road and then turn left at the sign for the Helotes Festival Grounds.

WHAT: 17th Annual San Antonio Highland Games and Celtic Music Festival

- Clan Village
- Highland Athletics
- Living History Displays
 - o Vikings
 - o Romans
 - o WWII Scottish Soldier
 - o Sons of Confederate Veterans
 - o Village Weaver
 - o Archers
 - o Artisans
 - o Iron Age Reenactors
- Celtic music
- Celtic dance
 - o Highland dance competition
 - o Highland dance demonstrations
 - o Irish dance demonstrations
 - o Scottish Country dance demonstrations
- Scottish and Irish merchandise and food vendors
- Shepherding trials
- Scottish history seminars
- Scottish cooking demonstrations
- Bonnie knees competition
- Kid's Glen

ADMISSION: Adults - \$11
Children, Military, & Seniors - \$6
Online Adult Tickets - \$9

HOSTED BY: The San Antonio Highland Games Association



ABOUT US

Our Mission

To educate the people of San Antonio and Texas about Scottish culture through the organization and promotion of various activities, including Scottish Highland Games.

Our Motto - “Twice Proud”

This motto represents our pride in both our Texas and Scottish heritage.

Our Logo



The crest’s main feature is the San Antonio Alamo resting beneath the waving flags of Scotland and Texas. The festival name encircles this image. Below, our motto “Twice Proud” is presented and is flanked by an image of a Thistle (the national flower of Scotland) on the left, and bluebonnets (the State flower of Texas) on the right. The logo represents both the Scottish and Texan heritage of our festival, while acknowledging the storied history of our great city – San Antonio.

Our History

For years, San Antonio Scots had driven far and wide to hear the drone of the bagpipes, to see the toss of a caber, and to taste the flaky pastry of a traditional Scottish meat pie. Following the 1997 Gathering of the Clans in Salado, a group of these Scots decided it was high time to host their own games. Eager to make the dream of a Highland Games in San Antonio a reality, they drew up Articles of Incorporation for a formal association. On December 3, 1997, these articles were submitted to the Texas Secretary of State and were approved. The San Antonio Highland Games Association was now a reality.

The Association’s first meeting was held on January 13, 1998. With 16 people, representing five Clans, a committee was elected to draft bylaws. By February 28, the Association was in full swing. The committee’s bylaws were adopted and officers were elected. As word of the Association spread quickly throughout the Texas Scottish population, membership grew steadily after the first meeting.

Initially, the Games were held at Retama Park in Selma, Texas, just north of San Antonio. Eventually, the crowds outgrew the available space and another location was needed. The Association found the perfect location at the Helotes Fair Grounds, where the Helotes Festival Association holds their annual Cornyval Festival. Since re-locating to Helotes, the Games have continued to grow and celebrated their 15th Anniversary in 2014.



ACHIEVEMENTS

Texas Festival and Events Association (TFEA) Awards:

Each year TFEA honors the brightest and best in its annual Marketing Awards Contest. Entries from TFEA members are judged by a panel of industry experts and awards are presented in over 50 categories. The Zenith Award is the highest honor that TFEA presents for marketing excellence. The San Antonio Highland Games Association won the Zenith Award in 2012 and a record number of 1st place awards in 2014. Festivals and Events are grouped for judging based upon their operating budget. The San Antonio Highland Games competes in the category “Events with an Operating Budget Under \$75,000”. Awards received by the San Antonio Highland Games Association for the last four years are presented below.

2014

- 1st Place – Best Full-Length TV Program
- 1st Place – Best Social Media
- 1st Place – Best Event Program (3 or less colors)
- 1st Place – Best Miscellaneous Printed Material – Multipage
- 1st Place – Best Promotional Poster
- 1st Place – Best Cover Design
- 1st Place – Best Ad Series
- 1st Place – Best Public Safety/Security Plan
- 1st Place – Best Press/Media Kit
- 2nd Place – Best Radio Promotion
- 2nd Place – Best Event Website
- 2nd Place – Best Event/Organization E-Newsletter
- 2nd Place – Best Event Invitation
- 2nd Place – Best T-Shirt Design
- 3rd Place – Best Single Magazine Display Ad
- 3rd Place – Best Billboard

2013

- 1st Place – Best Event Website
- 1st and 2nd Place – Best Event Photograph
- 1st Place – Best Miscellaneous Printed Material (Car Magnets)





ACHIEVEMENTS

- 1st Place – Best Public Safety/Security Plan
- 1st Place – Best Street Banner
- 1st Place – Best Sponsor - Lion & Rose
- 1st Place – Best Press/Media Kit
- 1st Place – Best T-shirt Design
- 2nd Place – Best Miscellaneous Multimedia
- 2nd Place – Best Single Newspaper Display Ad
- 2nd Place – Best Ad Series
- 2nd Place – Best New Event
- 2nd Place – Zenith Award
- 3rd Place – Best Social Media
- 3rd Place – Best Promotional Poster
- 3rd Place – Best Billboard

2012

- 1st Place – Best Event Website
- 1st Place – Best Event Program
- 1st Place – Best Street Banner
- 1st Place – Best Cover Design
- 1st Place – Best Event E-newsletter
- 1st Place – Best Single Newspaper Display Ad
- 1st Place – Best Radio Promotion
- 1st Place – Best Miscellaneous Printed Material - Multipage
- 2nd Place – Best Other Merchandise
- 2nd Place – Best Social Media
- 2nd Place – Best Billboard
- 2nd Place – Best T-Shirt Design
- 2nd Place – Best New Merchandise
- 2nd Place – Best Mascot
- 3rd Place – Best Event Photograph
- 3rd Place – Best Other Merchandise
- ZENITH Award



ACHIEVEMENTS

2011

1st Place – Best Event Website

1st Place – Best Social Media Site

1st Place – Best Miscellaneous Media (Digital billboards)





SUMMARY

The non-profit San Antonio Highland Games Association (SAHGA) was founded to educate the people of San Antonio and Texas about Scottish culture through the organization and promotion of various activities, including Scottish Highland Games. Annually the SAHGA hosts the San Antonio Highland Games and Celtic Music Festival typically on the first weekend of April.

Each year, the festival hosts over 30 Clans which provide an opportunity for patrons to find out if their family name is Scottish, learn a bit about their Clan, and join their Clan, if desired. The Highland Games features both male and female athletes from all over the world competing in feats of strength such as the caber toss, sheaf toss, weight over bar, weight for distance, hammer throw, and stone put. Several world records have been set at the San Antonio Highland Games. Patrons can also interact with living history displays including Vikings, a World War II Scottish Soldier, the Sons of Confederate Veterans, a Village Weaver, Archers, Artisans, and Iron Age reenactors. Scottish food such as haggis, shepherd's pie, and Highland beef can also be tried at one of several food vendors. For those not as daring, more traditional American food is also offered. Celtic merchants are also on site selling kilts, jewelry, t-shirts, handmade crafts, and various other items.

Celtic music takes various forms at the Festival including Celtic rock, traditional Scottish and Irish tunes, folk music, bluegrass, harp, bagpipes, and more. With two music stages and a Celtic jam session tent, visitors can be sure to find something to delight their eardrums.

A Highland dance competition, scheduled for Saturday typically draws over 70 competitors from all across Texas and as far away as Nevada and Tennessee. The dancers compete in up to eleven dances in one of five categories - Primary (age 6 & under), Beginner, Novice, Intermediate, and Premier. Festival patrons also have the opportunity to watch Scottish Highland Dancing, Scottish Country Dancing, and Irish Dancing exhibitions are various times over the weekend.

Other events at the Highland Games and Celtic Music Festival include sheepherding trials, Scottish history seminars, Scottish cooking demonstrations, and a Bonnie Knees competition. Families will be happy to take their kids to the Kid's Glen where the wee bairns can participate in crafts, listen to storytelling, and learn about Scottish history and culture.

The festival, which draws approximately 10,000 people over the weekend, is organized by approximately 25 SAHGA members and run by several hundred volunteers. The organization has four officers and six directors, all of which are volunteer positions. Most members of the organization are also heavily involved in other volunteer organizations in San Antonio.

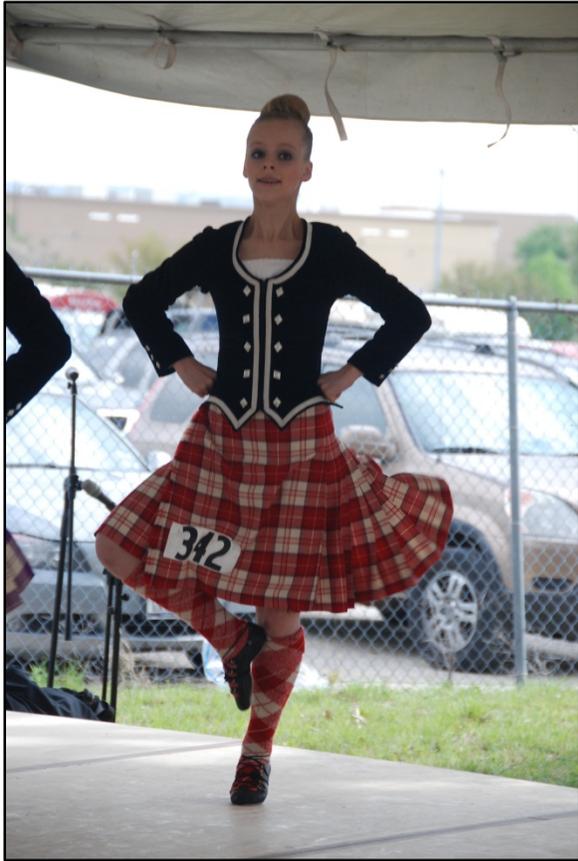


photos





photos





photos





photos



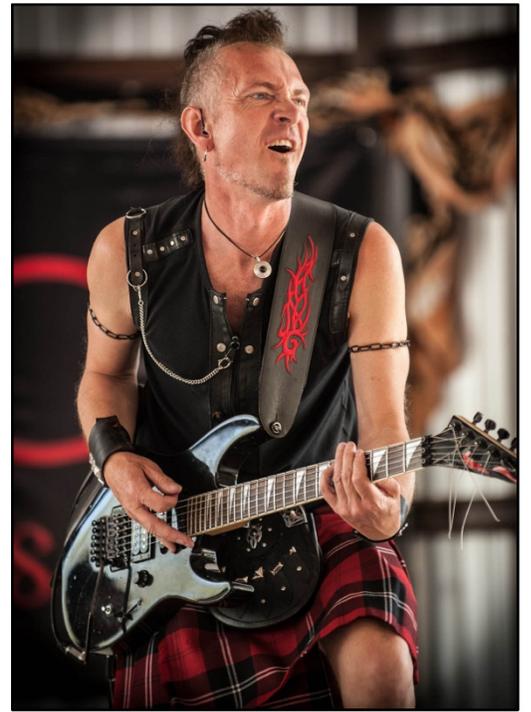


photos





photos





DEMOGRAPHICS

Average attendance each year is 9,000. Attendance in 2014 was estimated at 7,500. This number was lower than usual due to the Scottish-themed weather we experienced (i.e. cold and wet)

This demographic data is the result of an after event survey administered through Constant Contact. The survey was sent to those on our Constant Contact email list. Additionally, a request was posted to our Facebook page asking people to complete the survey. We paid to boost the post and as a result, we reached 6,440 people. Our survey netted 111 responses. Some respondents chose not to provide demographic data; therefore, not all of the demographic percentages will total 100%.

Sex

Male	36.0%
Female	59.4%

Annual Income

Under \$15,000	5.4%
\$15,000 - \$29,999	7.2%
\$30,000 - \$44,999	8.1%
\$45,000 - \$59,999	5.4%
\$60,000 - \$74,999	15.3%
\$75,000 - \$89,999	10.8%
\$90,000 or more	18.9%
Prefer not to answer	24.3%

Age

Younger than 18	0.0%
18 - 24	2.7%
25 - 34	16.2%
35 - 44	21.6%
45 - 54	27.0%
55 - 64	18.9%
65 or older	9.0%

Race

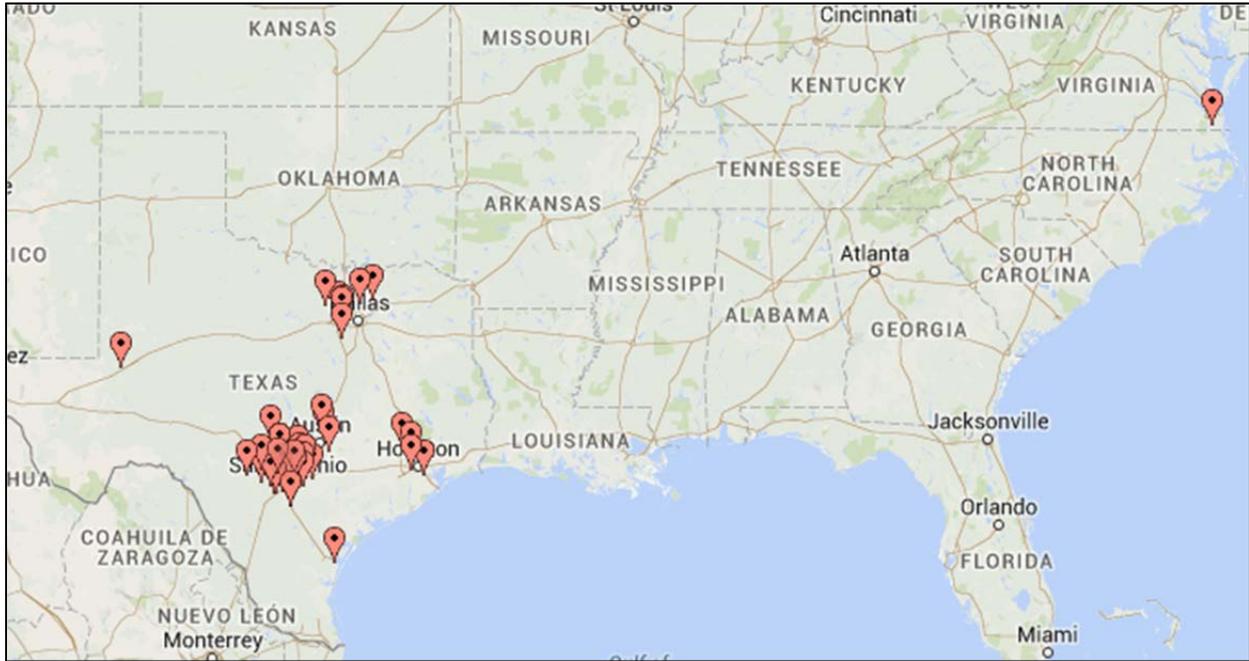
African-American (Non-Hispanic)	0.0%
Asian/Pacific Islanders	0.0%
Caucasian (Non-Hispanic)	71.1%
Latino or Hispanic	6.3%
Native American, Aleut or Aboriginal Peoples	1.8%
Other	12.6%
No Responses	8.1%



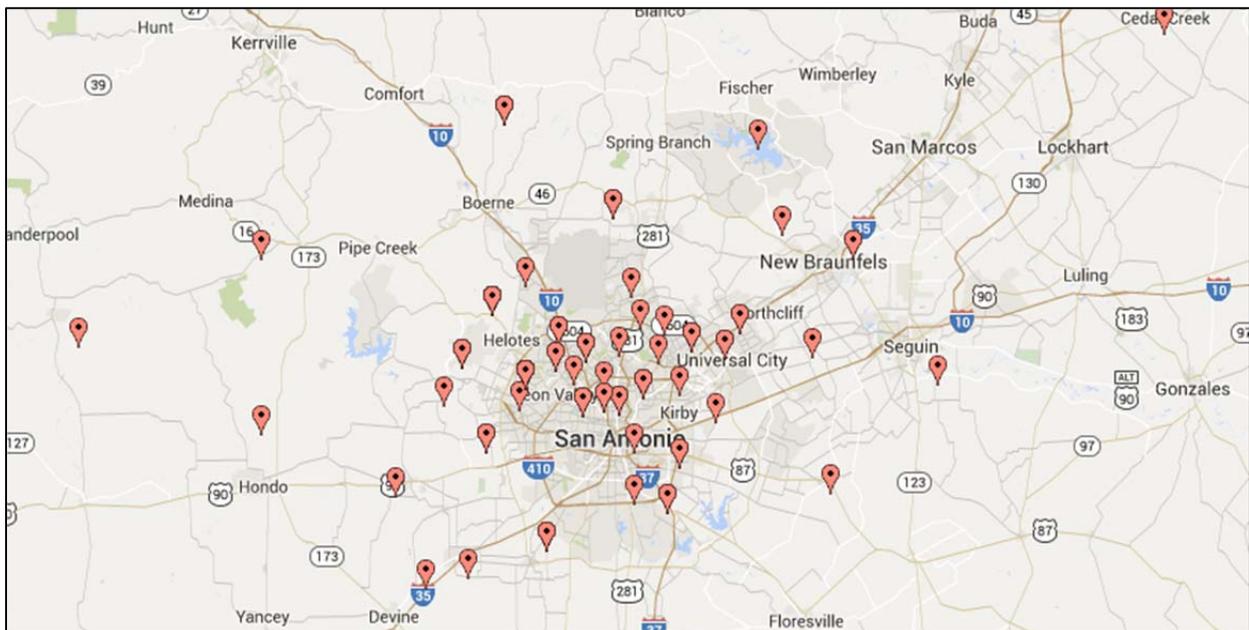
Demographics

Zip Code Map (Zip Code List available by request)

One entry from Scotland is not shown on this map



Zip Code Map displaying only responses from the San Antonio Area





Media Partners and Results

Express-News – This ad ran in the mySA Weekend section in the Friday edition of the San Antonio Express News. The Friday paper has a circulation of approximately 115,000. In addition, 25,000 copies of this section were also delivered to free-standing racks in restaurants and downtown.

Ad Number: 759194701

Insertion Number: 2569703

Size: 3 Col x 4.75 in

Color Type: 3

Advertiser: San Antonio Highland Games

Agency: N/A

Section-Page-Zone(s): M-29-All

Description: SA HIGHLAND GAMES

THEATER OPENING

'Important Night' going Overtime

The Aesthetic of Waste, the collective that produced the wondrously oddball "We Stole This" sketch series, is promising "The Most Important Night of Theatre You Will Ever Attend." The play deals with the way that Americans — including officials and corporations — respond to tragedy, and how average Americans' responses are sometimes manipulated. (The Westwells are, from left, Abigail Entenmeyer, Noah Voelker, Jackson Rose and Seth Larson.)

— Deborah Martin

Opens Friday 8 p.m. Friday-Sundays through May 10. Additional performances at 2:30 p.m. April 12 and 17 p.m. May 4, and pop-up pro-wrestle shows 8 p.m. April 17 and May 8. Overtime Theatre, 1207 Camden St. 96 above April 24-27, 200-214; theaestheticoftwaste.org, 210-327-7562.

FINAL CONCERT

San Antonio Chamber Music Society

The San Antonio Chamber Music Society closes its 71st season with the Brentano String Quartet. The program includes works by Mendelssohn, Shostakovich and Dvorák, among others.

— Deborah Martin

8:30 p.m. Sunday, Temple Beth-El, 221 Shalimar Place. \$25 at the door, also available in advance at sacmsa.org, 210-408-1558.

DANCE, ETC.

Motionhouse at the Carver

Motionhouse, a well-regarded British dance-theater troupe, brings elements of circus, film and acrobatics to contemporary dance. Arts San Antonio is presenting the company.

— Deborah Martin

7:30 p.m. Wednesday, Jo Long Theatre at the Carver Community Cultural Center, 2268 W. Hackberry St. \$28-\$208. Box office: 257-7012/22-50. Ticketmaster.

Performing arts For complete event listings, go to mySA.com/events

San Antonio Express-News

Friday, April 04, 2014

San Antonio Express-News and mySA.com | Friday, April 4, 2014 | EVENTS | M 29



Demographics

SA Current – Two full page advertisements (one a week for two subsequent weeks) were published in the SA Current for a total of 106,000 impressions.

live celtic music ★ children's activities ★ scottish athletics ★ viking battle ★

Red, White and Tartan!

celtic arts & crafts vendors
haggis eating competition
archery

15TH ANNIVERSARY
SAN ANTONIO HIGHLAND GAMES
and CELTIC MUSIC FESTIVAL

sheep herding trials
music workshops

APRIL 5 & 6
HELOTES FESTIVAL GROUNDS
12210 LESLIE RD., HELOTES TX
VISIT OUR FACEBOOK PAGE
facebook.com/HighlandGames

scottish & irish dancing ★ SAHGA.ORG ★ piping competition

34 CURRENT • April 2-6, 2014 • sacurrent.com

The SA Current also sent their event team to the 2014 Festival and took photos, which were then posted on their website as a slide show on 11 April 2014 and had 6,963 views. The slideshow can be found here: <http://photos.sacurrent.com/events-slideshows/san-antonio-highland-games/#1>



Demographics

Helotes Echo – The following ad was published in the March 26th issue of the Helotes Echo and it reached 17,000 homes.

The Echo • Wednesday, March 26, 2014 • 21

April 5 & 6
HELOTES FESTIVAL GROUNDS

FOR MORE INFO VISIT
SAHGA.ORG

sponsored by
H-E-B

Red, White and Tartan!
15TH ANNIVERSARY
SAN ANTONIO HIGHLAND GAMES
and **CELTIC MUSIC FESTIVAL**

Benefits of Dealing With Family-Owned and Operated Businesses

ASE Certified Technicians
2 Years/24,000 Miles Warranty On All Parts And Labor. Nationwide Warranty!

North West
Baumann Automotive & Collision Center
7920 Mainland San Antonio
210-528-5117

South West
Baumann Automotive & Collision Center
10470 Culebra Rd San Antonio
210-688-3816

East
Baumann Complete Auto Repair Center
2121 Chisolm San Antonio
210-738-8081

AMAZING MUSEUM

Robert and Debbie James
14837 Old Bandera Rd. Bldg. D
Helotes TX 78023
210.695.5500

Open Fridays and Saturdays
10-6

Visit our Cheetah Emporium
www.AmazingMuseum.com
info@amazingmuseum.com

Dino & Gino's Liquors
210.695.5575
18620 Bandera Rd. #4
Mon-Sat • 10am-9pm

Picosos Peanut Co. Inc.
210.695.8727
www.picososnuts.com
Mon-Fri • 10am-5pm
Sat • 9am-1pm

7.5 miles north from 1604

Helotes Lube-n-Tune

Auto Services
Oil Change and State Inspections

\$4.00 OFF
Full Service Oil Change

Helotes Lube-n-Tune
12266 Bandera Road • Helotes, TX 78023 Ph: 210.695.1223 • Fax: 210.695.1103

MARCH MADNESS



Bobby J's
Old Fashion Hamburgers

13247 Bandera Rd. 210.695.4941

Great Food, Great Drinks & Fabulous Fun!

FEBRUARY

FRIDAYS

- April 4
Chilton Vance
7-10pm
- April 11
Natalie Rose Band
7-10pm
- April 18
Bonnie Lang
7-10pm
- April 25
Bonnie Lang
7-10pm

SATURDAYS

- April 5
Brett Alton & Texas Thunder
8-11pm
- April 12
Natalie Rose Band
8-11pm
- April 19
Dave N Dawn
8-11pm
- April 26
Crossfire
8-11pm

LIVE BANDS

BAND SCHEDULE

SUNDAY
April 6, 13, 27
Hosted by Adrian Rodriguez
6-8 p.m.

www.bobbyjsburgers.com

COME JOIN US FOR GREAT FOOD & GREAT MUSIC!



Additionally, an article was published on April 2nd, promoting the Highland Games that were to be held that weekend. The article began on the cover of the newspaper and continued on page 11. Below is the article that was published. This issue reached 17,000 homes.

Cleaning & Sealing: Wood, Flagstone, Pebblestone, Decks, Fences and Arbors.
Deck & Patio Care by Barry Hagendorf
 30 Years experience.
Call 210-822-9147
www.deckandpatiocare.com

Flow Wright **210-695-9605**
 FRED WRIGHT II, OWNER
OVER 44 YEARS EXPERIENCE
PLUMBING, LLC
 We Accept All Major Credit Cards. Insured License #MP8075
 All Repairs • New Installations • Water Heaters
 Slab Leaks • Sewer & Drain Cleaning • Garbage Disposals, Etc.



HELOTES • LEON VALLEY • GREY FOREST • NORTHWEST BEXAR COUNTY

The Echo

THE AREA'S LEADING COMMUNITY NEWSPAPER SINCE 1961

Vol. 52 No. 30 Wednesday, April 2, 2014 75 cents per copy

O'Connor High School student injured

By James Henry Frazier
 A 17-year-old O'Connor student was seriously injured Monday, March 31, when he was hit by a 18-wheeler gravel truck in the 11000 block of Leslie Road.
 The junior was apparently walking to school and he stepped out into the roadway.
 Northside Independent School District Executive

Director of Communications Pascual Gonzalez said the student might have been getting a phone call about a ride when he stepped into the path of the truck.
 The student was very seriously injured and was taken to University Hospital in critical condition. As of press time, no other information was available about the lad's condition.

The driver of the truck will not be charged.
 The accident was witnessed by other O'Connor students who were traumatized, Gonzalez said. Crisis counselors will be available at O'Connor to talk with students.
 An O'Connor teacher was on the scene and was able to help with the situation.

Greater Helotes Teen Pageant winners named



Pictured L-R are Greater Helotes Teen Pageant winners: Melissa Wegrzyn, 1st Runner-up, Isyelle Lara, Greater Helotes Texas Teen, and Francesca Toscano, 2nd Runner-up. Melissa Wegrzyn was not announced as the 1st runner up at the pageant March 23 and wasn't listed as the first runner-up in last week's edition of The Echo.

Highland Games set for this weekend

The 15th San Antonio Highland Games and Celtic Music festival is set for this weekend in Helotes. The two-day affair at the Coronado Festival Grounds at 12210 Leslie Road is a fun family-friendly event that celebrates Scottish culture. This unique event celebrates heavy athletics, bagpipes, Celtic bands and dancers.

The festival is held both Saturday and Sunday, April 5-6. The thrilling Scottish experience will entertain and educate the entire family.
 Scottish heavy athletics is a unique sport that combines brute strength and skill. Events include men and women competitors tossing a caber (a trimmed 16 to 22 foot tree).
 Multiple stages offer a variety of Celtic music and dance groups. The Highland Dance Competition will return this year as well as the Solo Piping Competition.

The event is from 11 am to 6 pm both days.
 Ticket prices are \$11 per adult per day, seniors, military, and children ages 2-12 years is \$6 per day, and children under two are free. Parking for the event is free.
 Visit: www.sahga.org or check out San Antonio Highland Games on Facebook for more information.

About some for the history: The Highland Games have a near thousand-year history. In the 11th century, competitors from all across Scotland would journey to compete for King Malcolm's favor and the title of King's Messenger. Before modern sports, athletes had to prove their might with public tests of strength. After demonstrating feats of strength and endurance, a winner was awarded a purse of gold and a Baldric sword along with the glory of their new title. Across the world, Highland Games continue to be held as a way of celebrating Scottish and Celtic culture and heritage.
 The San Antonio Highland Games started in April 1969 at Rotama Palo Grounds so that San Antonians could also carry on the ancestral traditions. After three years at Rotama, organizers thought the festival had room to grow and announced the Helotes Fairgrounds was just the place to do it.
 The San Antonio Highland Games attracts over 9,200 visitors each year. Spectators

Used book sale at Leon Valley this weekend

The Friends of the Leon Valley Library need a home for a few used books, 11,000 or so used books.
 And you can help. Come to the Leon Valley Library Annex Thursday through Saturday, April 3-5, from 10 am to 6 pm and pick some up.
 Oh, and the Friends want you to buy them, please. They are

only 10 cents for a magazine, 50 cents for a paperback and hardbacks will need a buck or maybe two to go home with you. Each.
 It's an inexpensive way to help fund your library.
 The annex is located near the library at (5500) Evers (corner of Pass and Evers Roads).
 Call 210-684-4720 for more information.



Helotes Area Community Band will play spring concert Sunday at Marshall High School

The Helotes Area Community Band will perform at John Marshall High School Sunday, April 6, beginning at 4 pm.
 The "Spring Fling - A Tapestry of Sound" concert will honor retired Northside ISD band directors Leland Sharrock from Taft High School

and Wallace Dieroff from O'Connor High School, and Fred Oldenott, band director and composer.
 The band will play musical classics from Sousa, Weinberger, Clifton Williams, John Williams, Jack Stamp, John Mackey, and Richard Saucedo.
 The school is located at 8000 Lake Lane off Eckhert Road, in Leon Valley.
 The concert is free and open to the public.
 Call 210-275-7102 or 210-695-5111 for more information.



J. Caleb Rackley
Attorney at Law
 Big Firm Experience. Small Firm Focus.
 Litigation
 Business Law
 Probate
 Wills & Estates
 Construction Law
(210) 695-5110
 14237 Old Bandera Rd., Old Town Helotes
www.rackleylaw.com

1604
 Air Conditioning & Heating LLC
 Consider It Done!
 For All Your
 Air Conditioning & Heating
210.695.8080
 12682 FM 1980 N. Helotes, TX 78023

Las Palapas
 MEXICAN RESTAURANT
 BUSINESS HOURS
 Mon - Wed 8am - 7pm
 Thurs - Sat 24 Hrs.
 210.282.8997 Orders 50-Go
 www.laspalapas.com
 Come by to pickup your FREE discount card good for a FREE TACO, DAILY DISCOUNTS, and FREE MEAL.
\$4.99 Lunch Specials Mon. - Fri.
 HAPPY HOUR
 1/2 price full order appetizers
 Sunday Closed For Family & Worship

Bo-Peep Learning Center
 8880 Outback Rd., San Antonio, TX 78260
 Infant • Toddler • Pre-School Age
 After School Program
 Summer Programs
 Enrichment Programs
 Preschool Arts & Crafts • Cooking Lessons • Dance Classes
(210) 680-0990
www.bopeep.com
 HOURS: M-F 8am-7pm

John G. Gaines, CPA, PC
 John G. Gaines CPA
 A Professional Corporation
 "Down home country feeling with big city performance on all your tax, accounting and bookkeeping needs"
 Bandera Rd. @ Scenic Loop
 210-695-3221

Village Insurance Agency
 New Ideas • Traditional Values since 1964
 • AUTO • BUSINESS • LIFE
 • HEALTH • HOME
 For Information Call Agents At
 210-695-3511
www.villageinsurance.com

Bobby's
 OF KATHA RESTAURANTS
 12047 Bandera Rd. 210.885.6941
 Great Food, Great Drinks & Fabulous Fun!
www.bobbysrestaurants.com
 ONLY ONE IN THE LEON VALLEY & LEON VALLEY AREA

Helotes Collision Center
 For All Your Body & Paint Needs
 Carl & Patsy Monaco, Owners
 Phone: (210) 695-9038
 Fax: (210) 695-5744
 11634-1 Rainbow Ridge
 Helotes
 TX 78023

Christian Brothers
 AUTO SERVICE
 12544 E. Bandera Road
 Helotes, TX 78023
 (210) 695-4528
ChristianBrothersAuto.com
 Monday - Friday: 7am-6pm
 Closed Weekends

MD Automotive SERVICE CENTER
 Family Owned and Operated
 210-888-2366
 7404 FM 1980 N San Antonio, Texas 78254
www.mdautomotive.com

Introducing San Antonio's
 Premier Skilled Nursing Facility.
Las Colinas
 We offer both short-term rehabilitation and long-term care. We are accepting Medicaid and Medicare.
 Call 210-305-5730 • www.LasColinasRehab.com

Carlos Miranda, Agent
 Your Good Neighbor in Helotes
 12415 Bandera Rd., Ste. 108
 Helotes, TX
 210-695-2880
www.sfmiranda.com
 carlos.miranda.pu0@statefarm.com
 AUTO • LIFE • HOME
 FINANCIAL SERVICES



Demographics

Finally, two photos were published after the event on April 9th, including one photo on the cover of the newspaper. This issue reached 17,000 homes. Here are the photos that were published.

Cleaning & Sealing: Wood, Flagstone, Pebblestone, Decks, Fences and Arbors.
Deck & Patio Care by Barry Hagendorf
 30 Years experience.
Call 210-822-9147
www.deckandpatiocare.com

\$59 Off any service

Flow Wright **210-695-9605**
 FRED WRIGHT II, OWNER
OVER 44 YEARS EXPERIENCE
 We Accept All Major Credit Cards • Insured
PLUMBING, LLC License #MP8075
 All Repairs • New Installations • Water Heaters
 Slab Leaks • Sewer & Drain Cleaning • Garbage Disposals, Etc.



HELOTES • LEON VALLEY • GREY FOREST • NORTHWEST BEXAR COUNTY

The Echo

THE AREA'S LEADING COMMUNITY NEWSPAPER SINCE 1961

Vol. 52 No. 31v

Wednesday, April 9, 2014

75 cents per copy

Athletic events were a big part of Highland Games last weekend



A competitor in the 28-pound lightweight competition swings around to throw a metal ball on a chain at the Highland Games in Helotes April 5. The men throw the metal ball, considered two stones, about 80-feet. There is also a 42-pound master division and 55-pound heavy division. Photo by: James Henry Frazier

Helotes P&Z okays M/I Homes development along Bandera Road

By James Henry Frazier
 Looks like the Los Reyes Canyons subdivision residents might be getting what they wanted at what used to be a market place on Bandera Road.

What had been the Helotes Trading Post property at 10923 and 10997 Bandera Road will be converted into a small lot subdivision with high dollar homes if the Helotes City Council concurs with the Helotes Planning and Zoning Commission endorsement of the project April 1. Of course, the P&Z made a couple conditions that developers seemed to be fine with.

Under the M/I Homes plan, the "Helotes Creek Estates" subdivision would have single-family homes priced in the low \$300,000s built on 50-foot by 120-foot lots, which is about 0.15 acres.

The subdivision will have about 83 lots with each lot having at least five-foot front yard, and a 20-foot back yard.

The subdivision would have private streets and a private common area. The back of the subdivision, which is in the flood plain, would be a 9.25-acre park for subdivision owners.

Helotes City Administrator Rick Schroder said this subdivision is the "best use for this area."

The subdivision would be similar to Windgate Run and Cedar Springs subdivisions in the Helotes area.

Schroder said a developer can't do custom homes on that property, hence this subdivision is a good fit.

The property is believed to have heritage oaks that have to be preserved. Heritage oaks are those that have at least a

24-inch diameter. "They have to be preserved," Schroder said.

Elliott Jones, divisional president of M/I Homes said the company has built at least 12 similar communities in the San Antonio and New Braunfels areas. "Our motto is 'Move Up,'" he said. "We want to build something that's a compliment to the community."

He confirmed that there will be 10 feet between each home.

"Some of the lots will be oversized," he said. The subdivision will have two entrance/exits, though one was described as an emergency exit when questioned by P&Z commission member Ron Hoza.

Commission member Niels Jensen was concerned with P&Z continues on page 11

Your local paper covers it all



The Echo and Bluebonnets, a perfect Spring combination.

Helotes Community Band honors Northside band directors



Helotes Community Band Director Charles Kuentz was honored by members of the Helotes Community Band, his family and community members for his over 40 years of service in school and community band leadership at the concert April 6 at Marshall High School. Photo by: James Henry Frazier

By James Henry Frazier

The Helotes Community Band honored three Northside Independent School District band directors at their concert April 6 at Marshall High School.

At their Spring Fling concert the band paid tribute to Wallace Dieroff, Leland Sharrock, and Fred Oldenott.

Dieroff served students in Northside for 29 years both as a middle and high school band director. He developed a jazz curriculum while at John Jay and John Marshall

High Schools which resulted in students earning 23 chairs in the Texas Music Educators Association All-State Jazz Ensembles. Wallace became band director at Sandra Day O'Connor High School when

Band continues on page 11

J. Caleb Rackley
 Attorney at Law
 Big Firm Experience. Small Firm Focus.
 Litigation
 Business Law
 Probate
 Wills & Estates
 Construction Law
(210) 695-5110
 14237 Old Bandera Rd., Old Town Helotes
www.rackleylaw.com

1604
 AIR CONDITIONING & HEATING LLC
 Consider it Done!
 For All Your
 Air Conditioning & Heating
210.695.8080
 12682 FM 1560 N. Helotes, TX 78023

Los Palapas
 BUSINESS HOURS
 Mon. - Wed 6a.m. - 11p.m.
 Thurs. - Sat. 24 hrs.
 210.236.8569 Orders To-Go
 www.lospalapas.com
 Culera #1504
 Come by to pick up your FREE discount card good for a FREE TACO, DAILY DISCOUNTS, and FREE MEAL.
\$4.99 Lunch Specials Mon. - Fri.
 HAPPY HOUR
 Mon. - Sat. 4-7
 1/2 price full order appetizers
 Sunday Closed For Family & Worship

Grand Opening! **FREE** Registration
 (Live Cost: Monthly) Starting at \$60
Bo-Peep Learning Center
 8680 Guilbeau Rd., San Antonio, TX 78250
 ☑ Infant • Toddler • Pre-School Age
 ☑ After School Program
 ☑ Summer Programs
 ☑ Enrichment Programs
 (includes Arts & Crafts • Cooking • Science • Chess Games)
(210) 680-0990
www.bopeepsa.com
 HOURS: M-F 6am-7pm

John G. Gaines, CPA, PC
 John G. Gaines CPA
 A Professional Corporation
 "Down home country feeling with big city performance on all your tax, accounting and bookkeeping needs"
 Bandera Rd. at Scenic Loop
 210-695-3221

Village Insurance Agency
 New Ideas • Traditional Values since 1904
 • AUTO • BUSINESS • LIFE
 • HEALTH • HOME
 For Information Call Agents At
 210-695-3511
www.villageinsurance.com

Bobby J's
 Old Fashioned Burgers
 12047 Bandera Rd. 210.895.4941
 Real Food. Real Burgers & Fries. Real Fun.
www.bobbyjsburgers.com
 (DON'T FORGET THE GREAT FREE & BUILT RIGHT!)

Helotes Collision Center
 For All Your Body & Paint Needs
 Carl & Patsy Monaco, Owners
 Phone: (210) 695-9038
 Fax: (210) 695-5744
 11634-1 Rainbow Ridge
 Helotes
 TX 78023

Christian Brothers
 12544 E. Bandera Road
 Helotes, TX 78023
 (210) 695-4528
ChristianBrothersAuto.com
 Monday - Friday: 7am-6pm
 Closed Weekends

MD Automotiva
 Family Owned and Operated
 117-1187 2330
 7454 FM 1560 N San Antonio, Texas 78264
www.mdaautomotiva.com

Introducing San Antonio's
 Premier Skilled Nursing Facility
Las Colinas
 of Helotes
 We offer both short-term rehabilitation and long-term care.
 We are accepting Medicaid and Medicare.
 Call 210-395-5730 • www.LasColinasRehab.com

Carlos Miranda, Agent
 Your Good Neighbor in Helotes
 12415 Bandera Rd., Ste. 108
 Helotes, TX
210-695-2880
www.sfmiranda.com
carlos.miranda.pu0@statefarm.com
 AUTO • LIFE • HOME
 FINANCIAL SERVICES



The Echo • Wednesday, April 9, 2014 • 4

Local family wins contest, stars in Rack Room Shoes national ad campaign



The Schepis family, along with Rack Room Shoes, presented \$5,000 to non-profit Trinity Oaks on Saturday morning at the San Antonio store. Left to Right: Joe Terrell, Rack Room Shoes Regional Manager; Ryan Cantu, Trinity Oaks Board Member; and Models Wanted winners, Anthony, Debbie, Alyssa, and Eric Schepis.

The Schepis family of north-west San Antonio won Rack Room Shoes' annual Models Wanted contest recently and they will be the focus of the national footwear retailer's spring advertising campaign. In addition, the Schepis family received \$5,000 from Rack Room Shoes to donate to the charity of their choice – in which they selected local non-profit Trinity Oaks.

Debbie, her husband Eric, and their two children Anthony, 18, and Alyssa, 15, are currently featured on the company website, advertising inserts and in-store signage nationwide.

2014 marks the 10-year Anniversary of Rack Room Shoes' Models Wanted program. For the past decade, Rack Room Shoes has featured customers – instead of professional models – in all of its seasonal advertisements. To celebrate the 10th Anniversary of the Models Wanted program, Rack Room Shoes invited winners from the last 10 years to enter for a chance

to return as models with their families.

Debbie Schepis, who previously modeled spring fashion for the retailer in 2008, submitted her family in the contest's call for entries in 2013. "After winning the Models Wanted contest five years ago, I couldn't share enough good things about the program with my husband and children. When I heard about the 10th Anniversary, and how it included families, I just had to try my luck again," Debbie said.

Rack Room Shoes is headquartered in Charlotte, N.C., and is a family footwear retailer. Known as an innovator in the shoe industry for more than 90 years, Rack Room Shoes offers a wide selection of nationally recognized and private brands of shoes for men, women and children in comfort, dress, casual and athletic categories. For more information, visit Rack Room Shoes' website at www.rackroomshoes.com.

Rack Room Shoes is head-quartered in Charlotte, N.C., and is a family footwear retailer. Known as an innovator in the shoe industry for more than 90 years, Rack Room Shoes offers a wide selection of nationally recognized and private brands of shoes for men, women and children in comfort, dress, casual and athletic categories. For more information, visit Rack Room Shoes' website at www.rackroomshoes.com.

The Schepis family selected Trinity Oaks – a non-profit or-

DEMOGRAPHICS

Clan information was prevalent at Highland Games



Col. Bartley Payne of the Clan Cunningham brought his 80-pound Cane Corso "Max" to the Highland Games in Helotes April 5. He's a member of Clan Cunningham. Payne said each family comes out to celebrate their Scottish heritage and look for other members of their clan. Photo by: James Henry Frazer

EASTER BUFFET

Sunday, April 20, 2014
11AM-3PM

17.95
ADULTS

9.95
CHILDREN

Live Music
12PM-2PM

JOHN T. FLOORE
COURTESY STORE

14492 OLD BANDERA RD
HELOTES, TEXAS
210-695-8827
WWW.LIVEATFLOORES.COM

Please Call Ahead to Make Reservations

Lil' Peas & Sprouts

"Watch Us Grow"

NEW LOCATION

5990 VILLAGE PARK
SAN ANTONIO, TX 78250

Alicia R. Mendoza Director/Owner

April Spring Enrollment Specials

- Specializing in Infants, Toddlers, Pre-school
- Texas Ready Curriculum
- Pick Up Services
- Spanish and Sign Language
- NACRA and CCDS Programs

210-681-7840
www.lilpeasandsprouts.com

15% OFF MILITARY DISCOUNT
w/ PROPER ID

OPEN SATURDAY 9AM - 3PM
NO ENROLLMENT FEE

Hours
Mon-Fri 8:30am - 6:30pm

\$5.00 HAIRCUTS • \$1.00 OFF FOR SENIORS

GLORIA'S BARBER COLLEGE

TUES - FRI 8am - 8pm
SAT 8am - 4pm

6812 Bandera Rd. #106
San Antonio, TX 78238
P. 210-543-2288
F. 210-520-4413
Mercedosbarber@aol.com
gloriasbarbercollege.net

Men's Haircut \$5.00
Women's Haircut \$6.00
Kid's Haircut \$5.00
Shaves \$7.00
Facials \$7.00
Shampoo \$3.00
Edge Up \$5.00
Razor Cut \$6.00
Eyebrows \$6.00

Bring this ad in for a **FREE** shave or facial when you have a service done during the month of April

Walk In's Welcome

HELOTES TRAILERS

is here!

18593 Bandera Rd, Helotes TX 78023
210.298.2898

OPEN Monday thru Friday 8 am - 5pm
Saturday 8 am - 2 pm

We are one of the GAVIN STEEL Fabrication, Inc., family of companies:

Special Orders ★ Repairs
Towing accessories

www.helotespits.com www.helotestrailers.com

★ Stop by and see us TODAY! ★

MYSTIC PARK

REHABILITATION & HEALTHCARE CENTER

Tuesday, April 22
12:30 p.m. - 4:30 p.m.
FREE HEALTH FAIR

8503 Mystic Park, San Antonio TX 78254
(next to HEB on Guibeau)

FREE HEALTH SCREENING

Diabetes Education class - Dr. Sara Lopez
Senior Home Exercise Program
Alzheimer Disease Information
Free Blood Pressure Testing
Hospice / Respite

EDUCATIONAL INFORMATION

Nursing Home & Rehabilitation Services
Senior Home Exercise Program
Alzheimer Disease Information

Prize Drawing Every Hour

Fashion Show

Live Entertainment

Pet Adoptions

For More Information, Call 210.256.0906



DEMOGRAPHICS

Clear Channel Outdoors – Four Digital Billboards were run from March 7 – April 4, 2014. During that time the billboards were displayed over 53,000 times, with an average of 730 displays per location, per day. Below is the report from Clear Channel Outdoors which shows the billboards displayed, as well as the number of spots delivered over the display period.

		Digital Proof Of Performance Report Clear Channel Market: San Antonio			
Report Begin Date:	03/07/14	Agency:			
Report End Date:	04/04/14	Advertiser:	San Antonio Highland Games		
CCO Contract:	1	Client Contract:	No data		
Product Type:	Digital	Account Executive:			
Ad ID:	No data	Program Start Date:	03/07/14		
Number of Displays:	4	Program End Date:	04/04/14		
Weeks in this POP Period:	4.14	Dynamic Content	No		
Detail:					
*Daily and Weekly Spots are averages					
Grand Totals	Daily Spots* Per Display	Daily Spots* Per Network	Weekly Spots* Per Display	Weekly Spots* Per Network	Total Spots for This POP Period
Spots Delivered	730	4,379	5,111	30,663	53,507
Spots Guaranteed	181	1,086	1,267	7,602	20,634
Variance	549	3,293	3,844	23,061	32,873
Variance %	303.22 %	303.22 %	303.36 %	303.36 %	159.31 %
Display	File Name	Scene	Spots Delivered		
SAT 4173	MAR7-HEB.JPG		12,780		
SAT 4173	MAR7LIONROSE.JPG		9,337		
SAT 5518	MAR7-HEB.JPG		9,436		
SAT 5518	MAR7LIONROSE.JPG		6,847		
SAT 5566	MAR7-HEB.JPG		6,128		
SAT 5566	MAR7LIONROSE.JPG		4,516		
SAT 5602	MAR7-HEB.JPG		2,574		
SAT 5602	MAR7LIONROSE.JPG		1,889		
			53,507		



MARKETING EFFORT

WOAI News – This advertisement was displayed on the 7 day weather forecast on April 1, 2014.





SPONSORSHIP OPPORTUNITIES

Sponsorship of the San Antonio Highland Games and Celtic Music Festival offers your organization a chance to reach a particular group of citizens who are unique in their interest of Celtic culture. This event raises awareness of a culture that is not typically represented broadly within San Antonio. Although our customers may be viewed as a “small fish in a big pond” when it comes to their heritage, they can appreciate the quality and value that comes from an organization that caters to a niche market.

As a relatively small festival (compared to other San Antonio events), we can offer more “bang for your buck” in sponsorship. We are not a festival with hundreds of sponsors where your name gets lost in a crowd. We work with you individually to tailor a sponsorship package just for you and entertain both cash, and in-kind inquiries. Our goal is not to “take the money and run”, but rather to build a long-term relationship that is mutually beneficial.

Below are some ideas for sponsorship opportunities; however, we’re willing to entertain other ideas to make a package that works for you.

Program Printing: Covers the cost of printing approximately 2,500 programs. Sponsor receives advertising on back cover.

Program Advertisement: Covers cost of sponsor ad inside program. Ad size varies between ¼ page up to full page. Ads can be black and white or color, depending on sponsorship level.

T-shirt Printing: Covers cost of printing t-shirts for sale at festival. Sponsor receives logo on back of shirt. Sponsorship could cover entire cost, or a portion of printing costs.

Website: Covers all or a portion of annual website cost. Sponsor received either scrolling or static logo on website, depending on sponsorship level.

Athletics area:

- Covers annual purchase of new equipment (Note not all equipment is purchased new each year). Sponsor receives premier location for sponsor banner and announcement of sponsor name multiple times during athletic events.
- Covers purchase or donation of prizes for athletics competition. Sponsor receives announcement of sponsor name multiple times during athletic events.



SPONSORSHIP OPPORTUNITIES

Piping and Drumming Competition: Covers cost to hire and house piping and drumming judges and/or cost of medals/trophies. Sponsor receives premium banner location and/or name/logo engraved on trophy.

Highland Dancing Competition: Covers cost to hire and house judges and/or cost of medals/trophies. Sponsor receives premium banner location, announcement of sponsor name during award ceremony, and name/logo in awards program.

Music Stage: Covers cost to rent tent (if applicable) and/or hire musicians for stage entertainment. Depending on the level of donation, the sponsor can receive premium location for sponsor banner, naming rights for the stage, name printed on map identifying stage location (maps are free and are handed out to all patrons), scrolling logo on website, and/or 10'X10' booth to pass out promotional material.

Cooking Demonstrations: Covers cost of food for four cooking demonstrations throughout weekend. Sponsor receives indoor location for sponsor banner within seminar area and announcement of sponsor during each cooking demonstration.

The San Antonio Highland Games can also tailor a package to suit your needs including one or a combination of the benefits listed below.

- Logo on our Website
- Logo on promotional materials
- Logo on schedule/map (passed out free to all patrons)
- 10X10 booth to demo product or pass out information
- Banner (provided by sponsor) location on grounds
- Stage naming rights
- Name mentioned during performances/seminars
- Name included in television advertising

We are also always up for suggestions and out of the box thinking on ways to help your sponsorship be a success for both parties.



CONTACT

San Antonio Highland Games Association
P.O. Box 5526
San Antonio, TX 78201

www.sahga.org

Tamara Carroll
President

210-833-2954 cell

president@sahga.org