

Music Association of Central Texas
4th Annual Fall Music and Arts Festival, Sat., Nov.2, 2024
11:00 a.m to 8:00 p.m., Barrow Brewing Co., 108 Royal St., Salado, Texas 76571

Dear Potential Sponsor,

Since 1999, the Music Association of Central Texas (MACT), a non-profit 501(c)(3), has dedicated its mission to showcasing live music in Central Texas. MACT is pleased to announce that we are continuing the tradition this year with our **4th Annual Fall Music and Arts Festival at Barrow Brewing Company in Salado**. Our festival has grown into one of the best attended and largest annual events in Central Texas. It is an amazing opportunity to get your brand in front of new and returning clients and to be part of the live music and arts community in Central Texas.

This year we are pleased to announce two headliners, **Lance Wade Thomas**, and **Taylor Branch and the Lone Star Ramblers**, following up the amazing performance from the Huser Brothers in 2023. In addition to these two bands, MACT will feature 15-20 of the best local Central Texas musical acts on two stages all day. Last year there also were over 60 local food vendors, local artists, and artisans, and even bounce houses in the very large lawn area around the brewery grounds. We expect closer to 75 or 80 this year. The festivals in 2021, 2022, and 2023 were an incredible success, and we expect this year to be even bigger.

Salado, Texas is a rural village, located on I-35, between Austin and Waco. The festival grounds, next to **Barrow Brewing Company**, include the grassy area next to Salado Creek in the village's Downtown Historic District. This picturesque little town is an arts, antiques, and crafts magnet, and brings in folks and families of all ages and income levels. Our partner, the **Salado Cultural Arts District**, is also very enthusiastic about our event, because they appreciate the crowd that our festival attracts. Are these the people your business is targeting as well?

Will you help support our festival and use it as an opportunity to get your name and products in front of all these music lovers and fans of arts and crafts? Your support allows us to advertise across the state, reaching more adventurous consumers, and bringing more tourism to Central Texas. We have booked fun activities for all ages as well as incredible musicians to help us celebrate. We know that **Saturday, November 2nd, 2024** will be a day to remember! Please review the Sponsorship Levels and don't hesitate to call if you have any questions. And remember, **MACT is a 501(c)(3) and your donations and participation are tax deductible. Please make sure and ask for a proper receipt detailing this transaction.**

Sincerely yours,

James Stone, President
254-598-2495
james@accountcraft.com

Monica Shannon, Event Coordinator
254-339-3421
texasfineartists@gmail.com

Music Association of Central Texas-- mactx.org

FESTIVAL SPONSORSHIP LEVELS – MUSIC ASSOCIATION OF CENTRAL TEXAS(TAX ID# 17429465861)

TOP-LINE FESTIVAL SPONSOR (ONE SPONSOR).....\$4000.00

Feature Benefit: Joint Billboard Advertising. As a 501(c)(3), MACT is eligible for special, non-profit pricing on Lamar billboards and their placement, which is significantly less expensive than retail. Our marketing team will work directly with the Top-Line Sponsor for billboard design and placement for optimal message and maximum exposure. Additionally, you will enjoy the tax benefit of supporting a non-profit, as well as community recognition for supporting local music and arts. This is a win-win for both of us, especially if your business already utilizes billboard advertising. Time is of the essence in this matter, so contact us today to secure your designation as our premiere Top-Line Festival Sponsor!

Other benefits include:

- Premier exhibitor 10x10 booth space at festival
- 10 VIP tickets to festival
- 10 Festival T-shirts, TOP LINE with “Presented by” designation
- Access to exclusive VIP area and seating for headliners
- TOP LINE placement in the following areas:
 - Large banner on main stage and inside stage
 - “Premier” status on posters, advertisement, billboards, radio spots, and social media
 - Recognition through hourly stage announcements
- Opportunity to provide merchandise for VIP attendee “swag bag”
- Barrow beer, 4 for each attendee

PLATINUM SPONSOR (FOUR SPONSORS).....\$1000.00

- Second-line banner placement on stages 4 VIP tickets to festival
- 4 Festival T-shirts, larger spots under Top-Line sponsor
- Access to exclusive VIP area and seating for headliners
- Second-line placement in the following areas:
 - Banner and signs on main stage and inside stage
 - Headline status on posters, print advertisement, billboards, radio spots, website, and social media
- Recognition through stage announcements throughout the day
- Opportunity to provide logo items for VIP attendee “swag bag”
- Barrow beer, 3 for each attendee

GOLD SPONSOR (NINE SPONSORS).....\$500.00

- Your logo/branding on banner on stages and signs throughout the event
- 3 VIP tickets to festival
- 3 Festival T-shirts, “third-line” placement
- Access to exclusive VIP area and seating for headliners
- Third-line logo placement in print advertising, posters, event website, and social media
- Stage recognition throughout the day
- Opportunity to provide logo items for VIP attendee “swag bag”
- Barrow beer, 2 for each attendee

SILVER SPONSOR (NINE SPONSORS).....\$250.00

- Your logo/branding on signs throughout the event
- 2 VIP tickets to festival
- 2 Festival T-shirts, bottom logo placement
- Access to exclusive VIP area and seating for Huser Brothers
- Third-line logo placement in print advertising, posters, event website, and social media
- Opportunity to provide logo items for VIP attendee “swag bag”
- Barrow beer, 2 each

If you have an idea or would like to support the festival in another way, please reach out!

Ads, posters, and social media are already in the design phase. Please remember that the sooner we get your logos and information, the better!

Sponsor Level: _____ Total Payment: _____

Business Name: _____ Contact: _____

Phone Number: _____ Email: _____

Website: _____ Social Media: @_____

Please make checks out to **Music Association of Central Texas** or <https://account.venmo.com/u/mactx>.
Form may be mailed to 2620 Gun Club Road, Temple, TX 76501 or emailed to james@accountcraft.com.

Remember, your donations are tax deductible!

Thank you!

Music Association of Central Texas, a 501(c)(3) organization

TAX ID#: 17429465861