

The **Bastrop Downtown Business Alliance** & the **Bastrop Main Street Program**

are pleased to present the

2017 Lost Pines Christmas Season!

This year's festivities feature fun for all ages spanning six weekends. We hope that our residents, and visitors will experience all that Downtown Bastrop and the Lost Pines region has to offer. This year's theme is "**Holidays Through the Eyes of a Child**". Here's the official lineup:

Weekend #1:

Our 2nd Annual **Wassail Fest & Small Business Saturday** (*November 25th*)

Weekend #2:

Lost Pines Christmas First Friday Art Walk & Snow Day (*December 2nd and 3rd*)

Weekend #3:

Holiday Homes Tour & the Lighted Christmas Parade (*December 9th*)

Weekend #4:

The **Lost Pines Christmas Sip, Shop & Swirl** (*December 16th*)

Weekend #5:

Lost Pines Christmas Ugly Sweater Pub Crawl & shopping and pics with Santa during the Cookie Crawl (*December 22nd and December 23rd*)

To make all this magic happen, we need the support of the wonderful Bastrop business community. We would love to showcase your business during the Holiday season and will work with you to ensure your business receives the recognition it deserves. We are delighted to continue our partnership with Hiebing PR firm, Proof Advertising, the City of Bastrop and Visit Bastrop to attract thousands of people to downtown Bastrop during the most wonderful time of year.

Please consider signing on to support the 2017 Lost Pines Christmas Season!

We greatly appreciate your consideration,

Naseem Khonsari
DBA President

Sarah O'Brien
Main Street Program Director



2017 Lost Pines Christmas Sponsorship Opportunities

A Partridge in a Pear Tree: \$5,000

Exclusive Sponsorship Opportunity

- ◆ Visibility through logo inclusion on promotional pieces including poster, advertisements, direct mail piece, and local newspaper recognition after event
- ◆ Business mentioned in TV Feature
- ◆ Business promoted on event Facebook and Instagram page and website
- ◆ Banner ad on LostPinesChristmas.com to run the duration of the Holiday season
- ◆ Banner at beginning of parade and on the back of Santa's float at the end
- ◆ Event Signage displayed every weekend downtown featuring your business
- ◆ Four tickets to Lost Pines Christmas Sip, Shop & Stroll
- ◆ Four tickets to the Lost Pines Christmas Ugly Sweater Pub Crawl
- ◆ Framed Event Poster

Two Turtle Doves: \$3,000

Limit Two

- ◆ Visibility through logo inclusion on promotional pieces including poster, advertisements, direct mail piece, and local newspaper recognition after event
- ◆ Business promoted on event Facebook and Instagram page and website
- ◆ Banner ad on LostPinesChristmas.com to run the duration of the Holiday season
- ◆ Two tickets to Lost Pines Christmas Sip, Shop & Stroll
- ◆ Two tickets to the Lost Pines Christmas Ugly Sweater Pub Crawl
- ◆ FREE Photo with Santa during the Cookie Crawl
- ◆ Framed Event Poster
- ◆ Opportunity to host Santa during the Cookie Crawl at a downtown location

Four Calling Birds: \$1000

Four Sponsorships Available

- ◆ Visibility through name inclusion on all promotional pieces including poster, local newspaper recognition after event
- ◆ Business promoted on event Facebook page and Instagram and website
- ◆ Banner ad on LostPinesChristmas.com to run the duration of the Holiday season
- ◆ Two tickets to either Lost Pines Christmas Sip, Shop & Stroll or Lost Pines Christmas Ugly Sweater Pub Crawl
- ◆ Framed Event Poster



906 Main St. #123
Bastrop, TX 78602

2017 Bastrop Downtown Business Alliance Sponsorship Agreement
(Please **print** all information legibly)

Name of Business: _____

Address:

Contact: _____ **Email (required):** _____

Phone:
• Office - () -
• Cellular - () -

Sponsorship Commitment \$ _____

Package preferred: 1st choice _____ **2nd choice** _____ **3rd choice** _____

Preferred schedule of invoicing:
_____ Pay in one payment due September 1st, 2017
Or
_____ Pay one half by September 1st, 2017, with balance paid no later than November 15, 2017

Signature of Sponsor representative _____ **Date** _____

Signature of DBA representative _____ **Date** _____