



Texas Blueberry Festival

presented by Tipton Ford

The Texas Blueberry Festival presented by Tipton Ford is a major event in the East Texas area, and is a state-sanctioned festival held 8 a.m. to 4 p.m. in downtown Nacogdoches on the second Saturday of June. The event draws approximately 20,000 attendees, recent surveys show more than 30% travel more than 100 miles. The festival offers fresh blueberries for sale or a ride to pick your own from a Nacogdoches blueberry farm, blueberry treats, live entertainment on three stages, a car show, tons of vendors, and much, much, more. It's a day of blueberry-sweet, family-friendly fun.

Blue Sapphire Sponsor - \$5,000 - limited number available

Benefits:

- Sponsor receives recognition in advance publicity; in print promotion; recognition on Chamber web site (which receives an average of 7,000 visits per month); in Chamber newsletter (distributed to 1,000 business contacts); in e-newsletter (sent to 3,200 email addresses); weekly e-news blast (sent to 300 Ambassadors and volunteers); links on the Texas Blueberry Festival web site
- Geofencing/targeting - City wide targeted ads, East Texas event targeting, targeted social media ads, YouTube video ads, demographic and behavior ad targeting, and location based geofencing. Plus, receive a report with documented reach results after the campaign ends.
- 3 Texas Blueberry Festival commemorative T-shirts;
- 1 framed Texas Blueberry Festival Commemorative poster.
- At the festival: sponsor receives recognition on event brochure; 10'x20' booth space; and signage at the festival.
- Recognition in Thank You advertisement that will run after the event.
- Includes "Enhanced" status in the online directory.

Blue Topaz - \$2,500 – limited number available

Benefits:

- Sponsor receives recognition in advance publicity; on Chamber web site (which receives an average of 7,000 visits per month); in Chamber newsletter (distributed to 1,000 business contacts); in e-newsletter (sent to 3,200 email addresses); links on the Texas Blueberry Festival web site;
- Geofencing/targeting - City wide targeted ads, East Texas event targeting, targeted social media ads, YouTube video ads, demographic and behavior



ad targeting, and location based geofencing. Plus, receive a report with documented reach results after the campaign ends.

- 2 Texas Blueberry Festival commemorative T-shirts;
- 1 Texas Blueberry Festival Commemorative poster.
- At the festival: sponsor receives recognition on event brochure; 10'x10' booth space; and signage at the festival.
- Recognition in Thank You advertisement that will run after the event.
- Includes "Enhanced" status in the online directory.

Blue Ribbon Sponsor - \$1,000 - limited number available

Benefits:

- Sponsor receives recognition on Chamber web site (which receives an average of 7,000 visits per month); in Chamber newsletter (distributed to 1,000 business contacts); in e-newsletter (sent to 3,200 email addresses); links on the Texas Blueberry Festival web site;
- 1 Texas Blueberry Festival commemorative T-shirt;
- 1 Texas Blueberry Festival Commemorative poster.
- At the festival: sponsor receives recognition on event brochure; and signage at the festival.
- Recognition in Thank You advertisement that will run after the event.
- Includes "Enhanced" status in the online directory.

Blue Sky Sponsor - \$500 - limited number available

Benefits:

- Sponsor receives recognition on Chamber web site (which receives an average of 7,000 visits per month); in Chamber newsletter (distributed to 1,000 business contacts); in e-newsletter (sent to 3,200 email addresses); links on the Texas Blueberry Festival web site.
- At the festival: sponsor receives recognition on event brochure; and signage at the festival.
- Recognition in Thank You advertisement that will run after the event.

Blue True - \$250 - limited number available

Benefits:

- Sponsor receives recognition on Chamber web site (which receives an average of 7,000 visits per month); in e-newsletter (sent to 3,200 email addresses); links on the Texas Blueberry Festival web site.
- At the festival: sponsor receives recognition on event brochure.
- Recognition in Thank You advertisement that will run after the event.



Vendor Shuttle Sponsor - \$500 - limited number available

Benefits:

- Sponsor receives recognition on Chamber web site (which receives an average of 7,000 visits per month); in e-newsletter (sent to 3,200 email addresses); weekly e-news blast (sent to 300 Ambassadors and volunteers); links on the Texas Blueberry Festival web site.
- At the festival - from 5 to 7:30 a.m. and from 4 to 7 p.m., sponsor may shuttle vendors to and from festival and may display signage and promotional material in own shuttle vehicle or work with Chamber President and festival organizers to secure shuttle vehicle. Additional shuttle service during the festival may be an option.
- Recognition in Thank You advertisement that will run after the event

Festival Bag Sponsor - \$500 - 1 of 1 available

Benefits:

- Sponsor supplies approx. 250 bags with official festival logo and sponsor business logo or name approved by the Chamber to be distributed during the event.

Friday Night Feed the Festival Volunteers Sponsor - \$350 - 1 of 1 available

A tasty pick-up-and-go meal is available to the approximately 20 volunteers that spend Friday night before the blueberry festival working on the downtown brick streets.

Benefits:

- Sponsor receives recognition in print promotion; recognition on Chamber and web site (which receives an average of 7,000 visits per month); in the Texas Blueberry Festival web site; in Chamber newsletter (distributed to 1,000 business contacts); in e-newsletter (sent to 3,200 email addresses); and a weekly e-news blast (sent to 300 Ambassadors and volunteers).
- At the festival: sponsor receives recognition on event brochure.
- Recognition in Thank You advertisement that will run after the event.