



presented by  
**TIPTONFord**  
Nacogdoches, TX

## **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. 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 Diamond Sponsor - \$7,500 - 1 of 1 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 e-newsletter (sent to 3000+ 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.
- 4 Texas Blueberry Festival commemorative T-shirts;
- 2 framed Texas Blueberry Festival Commemorative posters.
- At the festival: sponsor receives recognition on event brochure; 10'x20' booth space;
- Banners on each entertainment stage and in Festival Park – (the grassy, shady park area just south of the brick streets – where most of the children's activities are held);
- Recognition on event brochure
- Recognition in Thank You advertisement that will run after the event.
- Includes "Enhanced" status in the online directory for Chamber members.

### **Blue Sapphire Sponsor - \$5,000 – limited availability**

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 e-newsletter (sent to 3000+ 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 for Chamber members.



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### **Blue Topaz - \$2,500 – limited availability**

#### **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 e-newsletter (sent to 3000+ 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.
- 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 availability**

#### **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 e-newsletter (sent to 3000+ email addresses); weekly e-news blast (sent to 300 Ambassadors and volunteers); 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 - unlimited**

#### **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 e-newsletter (sent to 3000+ email addresses); weekly e-news blast (sent to 300 Ambassadors and volunteers); listing 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 - unlimited**

#### **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); listing 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.



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### **Vendor Shuttle Sponsor - \$500 – limited availability**

#### **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. Shuttle drivers must follow rules outlined by the Chamber.
- Recognition in Thank You advertisement that will run after the event