

November 11, 2009

RE: Wild About Flower Mound Festival - Sponsorship Opportunities

Dear Neighbor,

The Town of Flower Mound is currently in the planning stages for the 2010 Wild About Flower Mound Festival scheduled for May 14 and May 15 at Bakersfield Park. The festival will celebrate the fun, festive, family atmosphere of Flower Mound featuring two stages with live music, local entertainment, arts, crafts, food, kid's zone, Environmental Fair, car show, and business vendors.

Last year's festival, which was rained out on Friday night, attracted nearly 8,000 visitors on Saturday alone. With great weather and the success from last year, the 2010 festival is projected to bring an expected attendance of approximately 15,000 visitors over two days.

I would like to invite you and your business to partner with the Town to support this wonderful community event through a variety of sponsorship opportunities. The attached sponsorship list outlines a number of advance, during, and post-event marketing materials that will recognize sponsors for their community spirit. The festival will be advertised through various promotional, print, and broadcast outlets.

Don't miss this opportunity to potentially promote your business to residents from Flower Mound and other surrounding communities in the DFW area. Sponsorship commitment forms received by January 31 will guarantee recognition as an event sponsor in all the advertising and articles. Commitment forms may be emailed to chuck.jennings@flower-mound.com, faxed to 972-874-6471, or mailed to 2121 Cross Timbers Road, Flower Mound, Texas 75028.

For additional sponsorship or festival information, please call 972.874.6273. Thank you for supporting our Town and the 2010 Wild About Flower Mound Festival.

Sincerely,

Jody Smith
Town of Flower Mound
Mayor

Presenting Sponsor.....\$15,000 non-exclusive / \$20,000 exclusive to business type

- Logo on large entrance arch sign posted at front gate for a minimum of two days.
- First right of refusal for next year's festival.
- Premium booth space of 20X20 located in the position of the sponsor's choice. (Tent Supplied)
- Company logo imprinted on Festival volunteer t-shirt.
- Company logo prominently displayed in all posters and advertising copy.
- Company listed on all Festival Entry Banners and a banner at the bottom of the main stage.
- Company mentioned in broadcast media opportunities.
- Company mentioned in all press releases, E-Town Bulletin, Utility Bulletin and Parks & Recreation Community Guide.
- Company logo imprinted on festival program and map.
- Company logo recognized on festival website.
- 12-3' x 10' banner locations throughout event.

Kid's Pavilion & Community Stage.....\$7,500 (Limited to one business)

- This is an exclusive sponsorship category. First right of refusal for next year's festival.
- Company name listed in advertising copy.
- Company mentioned in all press releases, E-Town Bulletin, Utility Bulletin and Parks & Recreation Community Guide.
- Premium booth space of 20X20. (Tent supplied)
- Exclusive company banner at entrance to Kids Corral.
- Company logo imprinted on festival program and map.
- Company logo recognized on festival website.
- Two banner locations displayed on community stage. Sponsor to provide banners.
- 2-3' x 10' banner locations throughout Kid's Pavilion.

Main Stage Entertainment Sponsor.....\$6,000 (Limited to four businesses)

- Logo on large entrance arch sign posted at front gate.
- First right of refusal for next year's festival.
- Premium booth space of 10X10. (Tent supplied)
- Company name prominently displayed on all posters and advertising copy.
- Two banner locations displayed on main stage. Sponsor to provide banners.
- Company mentioned in all press releases, E-Town Bulletin, Utility Bulletin and Parks & Recreation Community Guide.
- Company recognized in festival program and map.
- Company logo recognized on festival website.

Premier Sponsor.....\$2,500

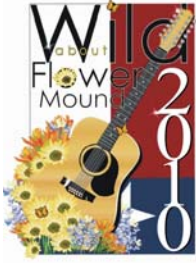
- Company name listed in advertising copy.
- Premium booth space of 10X10. (Tent Supplied)
- Company name recognized in festival program and map.
- Company recognized on festival website.
- Company logo listed on sponsor signage displayed at the festival.
- E-Town Bulletin, Utility Bulletin and Parks & Recreation Community Guide will recognize company.
- 4 Festival t-shirts.

Partners of the Event.....\$1,000

- Company name listed in advertising copy.
- Booth space of 10X10. Must supply own tent.
- Company name listed on banner displayed at the festival.
- Company recognized in festival program and map.
- E-Town Bulletin will recognize company.
- 4 Festival t-shirts.
- Company recognized on festival website.

Friends of the Event.....\$500

- Company name listed in advertising copy.
- Booth Space of 10X10. Must supply own tent.
- Company recognized in festival program and map.
- Company recognized on festival website.



Wild About Flower Mound Festival Sponsorship Commitment Form

Company Name: _____

Contact: _____

Address: _____ State _____ Zip _____

Phone: _____ Fax: _____

E-mail: _____

Authorized Signature: _____ Date: _____

Sponsorship Levels

- Presenting Sponsor - \$15,000 or \$20,000
- Kid's Pavilion & Community Stage - \$7,500
- Main Stage Entertainment Sponsor - \$6,000
- Premier Sponsor - \$2,500
- Partners of the Event - \$1,000
- Friends of the Event - \$500

Method of Payment: Please send payment with completed commitment form. Larger sponsorships may be separated into payments. Company logo for promotional materials may be sent in a high resolution file to chuck.jennings@flower-mound.com.

Mail Payment To: **Town of Flower Mound**
 Wild About Flower Mound Sponsorship
 2121 Cross Timbers Rd.
 Flower Mound, TX 75028

Fax: **972.874.6471**

Questions: **972.874.6273**

Checks must be payable to Town of Flower Mound

Credit Card MasterCard Visa

Card No: _____ - _____ - _____ - _____ Expiration Date: _____ - _____

Authorized Signature: _____ Date: _____

Sponsorship commitment forms received by January 31, 2010 will guarantee recognition as an event sponsor in all the advertising and articles.