



A TIME FOR WARM HEARTS AND HOT GUTS

The 30th annual Hogeye will be held on Saturday, October 28, 2017. We would love for you to be a part of our event. **In celebration of the 30th anniversary, we are adding a Friday Night Street dance! The dance offers a NEW Sponsorship opportunity in addition to the hogfilled support levels available. For \$2500 you can sponsor the Friday night Dance featuring The Shop Dawgs and Sean Orr and Texas Gold Band. Sponsorships for the festival overall range from \$100 to \$3500.** Sponsoring Hogeye provides great advertising exposure both to the local community and Central Texas. Your participation helps us to produce a great family event for your customers in Central Texas and provides support for the work of the Elgin Main Street program to preserve and improve the historic Elgin downtown district. Great things are happening in downtown Elgin – there are more new loft apartments downtown, five businesses opened or expanded this spring, and two buildings are under renovation to offer mixed use work live space in 2018. Your support of the Hogeye Festival directly contributes to the development, promotion and revitalization of the downtown business district.

The Hogeye Festival is a fun street festival that has grown from a small event in Veterans' Memorial Park for local residents to a grand annual festival that covers over 20 city blocks! Friday Night Street Dance, On Saturday live music on three stages, handmade arts and crafts, children's activities, several contests, the Pearls Before Swine Art Show, the Road Hog Car Show, the Gordon Swenson Memorial BBQ Pork Cook-Off, and of course, great food!

An estimated **20,000 people** attend the Hogeye Festival annually. Based on feedback, we know that the largest number of people come from **Austin, Houston, San Antonio** and **Dallas-Fort Worth** to take part in the festival.

The Elgin Main Street Board has been a part of the Main Street program through the Texas Historical Commission since 1990. The City of Elgin has been selected as a National Main Street Community every year since 1999. Public support is vital to the success of any Main Street program. Through your funding we can continue to preserve and revitalize the Elgin Downtown Historic District.

Please review the available sponsorship categories and consider which one would best match your company's support program. If you have questions, please contact Amy Miller in the City of Elgin Community Development office at 512-229-3213 or hogeye@ci.elgin.tx.us.

We look forward to your partnership.

Ed Rivers
President, Elgin Main Street Board

Renée Girling
Chairman, 30th Annual Hogeye Festival

Elgin Main Street Board, PO Box 591, Elgin, Texas 78621

512-281-5724



www.hogeyefestival.com



A TIME FOR WARM HEARTS AND HOT GUTS

SPONSORSHIP CATEGORIES	Hogeye 2017 Sponsor Application INCLUDED AT LEVEL	AMOUNT
WHOLE HOG	Your 6 ft. (6x4) banner hung at 1 st Street stage Booth space at the festival for you to promote your company or product. Strategically located on the festival grounds 4 Festival t-shirts	\$3,500
BACONATOR	Your 6ft. (6x4) banner hung at the Veterans Park Stage Friday night Your company logo on the official festival koozie 3 Festival t-shirts	\$2,500
HOG WILD	Your 4 ft. (4x4) banner hung at the Veterans Memorial Park stage 3 Festival t-shirts	\$2,000
	ALL sponsors at \$2,000 and above receive these benefits: Your company logo on the back of the official Hogeye T-shirt Your company logo on the official Hogeye Poster to be distributed throughout Elgin and Central Texas Your company logo on the official Hogeye event schedule Your company name will be announced during Hogeye Use of annual Hogeye Festival Logo on pre-approved promotional item.	
HOGS & KISSES	Your 3ft. (3x4) banner hung on the Hogeye Festival Grounds Your company logo on the back of the official Hogeye T-shirt Your company name on the official Hogeye event schedule Your company name will be announced during Hogeye. 2 Festival t-shirts	\$1,000
A REAL HAM	Your company NAME on the back of the official Hogeye T-shirt Your company name will be announced during Hogeye 1 Festival t-shirt	\$500
SNORTER	Your company included on Hogeye Festival shuttle signage Your company name will be announced during Hogeye	\$250
OINKER	Your company name to be posted on the official sponsor board Your company name will be announced during Hogeye	\$100

Elgin Main Street Board, PO Box 591, Elgin, Texas 78621

512-281-5724



www.hogeyefestival.com



A TIME FOR WARM HEARTS AND HOT GUTS

Thank you so much for deciding to become a sponsor of the 30th Annual Hogeye Festival! Please fill out the following completely so we can ensure that all published information is correct.

Contact Name: _____

Email: _____

Phone: _____

Business Name*: _____

*This is the name that will be published and used on all advertising material.

Sponsorship Category: _____

Donation amount enclosed: _____

Please make checks payable to "Elgin Main Street Board" and submit by August 17, 2017. Please email your **HIGH-RESOLUTION LOGO** image to community@ci.elgin.tx.us by **August 17, 2017**.

Sponsors at \$2000 and above may use the annual Hogeye Festival logo on a promotional item – please contact our office to review this sponsorship benefit.

Sponsors at \$1,000 and above should deliver their banner to Elgin City Hall by October 10, 2017.

Sponsors at \$500 and above receive free festival shirt(s). Please indicate size(s) (S-4XL) and cut(s) (men's or women's): _____

If you need more than the shirt(s) included, please email community@ci.elgin.tx.us to reserve them. Additional festival souvenir shirts are \$10 each

In addition to the various levels of sponsorship, we provide a Commercial Vendor classification that allows for corporate booth space on the festival grounds to showcase your product or service. We encourage distribution of free promotional items. The additional cost of a single booth for a Commercial Vendor is \$500. Commercial Vendor space is included for sponsors at the top tier 'Whole Hog' level.

____ I am interested in Commercial Booth space. Please contact me with further information.

Elgin Main Street Board, PO Box 591, Elgin, Texas 78621

512-281-5724



www.hogeyefestival.com