



"Under the Shade Trees at Green Dickson Park"
July 5th and 6th, 2024



SPONSORSHIP GUIDE



Thank you for your time and consideration of partnering with Shiner Half-Moon Holidays. In this guide, you will find a detailed look at all Shiner Half-Moon Holidays has to offer your business. This year, we are celebrating 45 years of Bar-B-Que, music, fun, and fireworks in South-Central Texas.

At this time, we humbly invite you to become a partner in our success by purchasing a sponsorship package.

As a sponsor of Shiner Half-Moon Holidays, you will receive ample advertising for promoting your company. To maximize your advertising dollars, we are offering 8 sponsorship levels that will give you the flexibility to meet your advertising needs.

It is only through the generosity of supporters like you that we are able to continue hosting this community event.

In 1979, Shiner Half-Moon Holidays was created as a fundraiser for the Shiner Hospital Foundation. Today, Shiner Half Moon Holidays commitment to the community continues by supporting local and area churches, schools, and non-profit charities, plus portions of Half-Moon Holiday proceeds help benefit local scholarships and community projects.

Please review all the information provided in this guide and do not hesitate to contact us with questions or need of additional information. Thanks for your consideration and support, and let's Party in the Park, at the 45th Annual Shiner Half-Moon Holidays!

Sincerely,
Shiner Half-Moon Holidays
817 North Avenue E | P.O. Box 221
Shiner, Texas 77984
ph: 361.594.4180 | fax: 361.594.4181
www.shinerhalfmoon.com | chamber@shinertx.com



HMH Sponsorship Levels

LEVEL 1 - TITLE SPONSOR - \$15,000

Naming Rights for the Shiner Half-Moon Holidays Fireworks Show. ◦ Logo on Promotional Posters, event website, all print ads ◦ “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Logo on Event Koozies ◦ Unlimited Seats at BBQ Judging ◦ 50 Beer Tokens ◦ 2 BBQ Contest Entries

LEVEL 2 - PRESENTING SPONSOR - \$10,000

Naming Rights for the Shiner Half-Moon Holidays Merrum Pavilion Stage. Logo on Promotional Posters, event website, all print ads. “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Logo on Event Koozies ◦ Unlimited Seats at BBQ Judging ◦ 50 Beer Tokens ◦ 2 BBQ Contest Entries

LEVEL 3 - HALF-MOON BAR-B-QUE BARN SPONSOR - \$5,000

Naming Rights for the Shiner Half-Moon Holidays Bar-B-Que BARN. Logo on Promotional Posters, event website, all print ads ◦ “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Logo on Event Koozies ◦ Unlimited Seats at BBQ Judging ◦ 25 Beer Tokens ◦ 1 BBQ Contest Entry

LEVEL 4 - HALF-MOON KIDS ZONE - \$2500

Naming Rights for the Shiner Half-Moon Holidays Kids Zone. Logo on Promotional Posters, event website, all print ads ◦ “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Unlimited Judging Seats at BBQ Judging ◦ 10 Beer Tokens

LEVEL 5 - HALF-MOON PARTNER - \$1000

Logo on Promotional Posters, event website, all print ads ◦ “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Unlimited Seats at BBQ Judging ◦ 10 Beer Tokens



HMH Sponsorship Levels

LEVEL 6 - SHINERHOLIC - \$500

Logo on Promotional Posters, event website, all print ads ◦ “Thank You” ad in a local publication post-event ◦ Recognition in between band performances ◦ Logo on Sponsorship Banner ◦ Unlimited Seats at BBQ Judging

LEVEL 7 - FRIEND OF HALF-MOON - \$250

Advertise your business name in a highly visible area on the Shiner Half-Moon Holidays grounds, including American Flag displays on the Merrum Pavilion. *Limited Space Available

SOMETHING NOT ON HERE? LET'S VISIT!

We will be glad to tailor a sponsorship offering to fit your budget and needs. Please let us know how we can work with you!

NOTES REGARDING SPONSOR SIGNS:

- Due to sign and promotional production, and to ensure your name/business is properly recognized, submission for **artwork deadline is May 14, 2024.**
- Signs are provided by Shiner Half-Moon Holidays. All other signs will be sized as outlined at committee discretion.
- Logos will be printed on signs only if the appropriate artwork is provided. Artwork/logos for signs, poster, and website should be emailed to chamber@shinertx.com by **May 14, 2024.**
- Based on the number of responses, the committee reserves the right to arrange signs in a manner that gives sponsors the highest degree of recognition.



SHINER HALF-MOON HOLIDAYS SPONSORSHIP AGREEMENT

Business Name *(as it is to appear in printed/promotional materials)*: _____

Address: _____ City, State, Zip _____

Contact Person (Full Name, Please): _____

Contact Phone: _____

Email: _____

Company Website: _____

Tell us a little about your business: _____

YES! I'll support Shiner Half-Moon Holidays by choosing sponsorship Level #____.

Signature: _____ Date: _____

Enclosed is my check for \$_____ OR bill me in the amount of \$_____.
[NOTE: Payment by Credit Card subject to convenience fee.]

PLEASE RETURN THIS PAGE TO:

Shiner Half-Moon Holidays • PO BOX 221 • Shiner, Texas 77984