



Founders Day Committee Special Meeting

Dripping Springs City Hall

511 Mercer Street – Dripping Springs, Texas

Monday, August 25, 2025, at 6:30 PM

AGENDA

CALL TO ORDER AND ROLL CALL

Committee Members

Jeff Shindler, Chair
Clinton Holtzendorf, Vice Chair
Susan Warwick, Secretary
Scott Berry
Jerome Borges
Justin Cornett
Sirena Cumberland
Lisa Garza
Sharon Goss
Mark Handley
Scott Phillips
Kimberly Rutherford
Jordan Searle
Eric Strang
Thomas Toms
Michael Ward

Staff, Consultants, & Appointed/Elected Officials

Parks & Community Services Assistant Director Emily Nelson
Community Events Coordinator Johnna Krantz
Content Marketing Specialist Stephanie Hartnett
Deputy City Attorney Aniz Alani
Maintenance Director Riley Sublett
Emergency Preparedness and Homeland Security Director Roman Baligad
Council Member Sherrie Parks
Council Member Geoffrey Tahuahua

BUSINESS AGENDA

- 1. Discuss and consider approval of the sponsorship packages to be offered in support of the 2026 Founders Day Festival.**
- 2. Discuss and consider approval of a recommendation to City Council regarding the Draft Facilities Use Agreement between the City of Dripping Springs, Dripping Springs Independent School District, and Dripping Springs Lions Club for the 2026 Founders Day Festival.**

DEPARTMENT REPORTS

Reports are for purposes of planning and providing staff direction for activities related to the Founders Day Event, and no action shall be taken.

Community Events Coordinator Report

Johnna Krantz, Community Events Coordinator

COMMITTEE REPORTS

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3. **Arts & Crafts Committee**
Handley, Borges, and Strang
Staff: Community Events Coordinator Johnna Krantz
4. **Budget Committee**
Garza
Staff: Finance Director Shawn Cox
5. **Carnival & Food Committee**
Goss, Phillips, and Warwick
6. **Cook-Off Committee**
Toms
7. **Downtown Relations Committee**
Searle
8. **DSISD Committee**
Cumberland and Berry
9. **Entertainment Committee**
Cornett
Staff: Community Events Coordinator Johnna Krantz
10. **Parade Committee**
Rutherford and Holtzendorf
Staff: Community Events Coordinator Johnna Krantz
11. **Parking & Transportation Committee**
Borges, Holtzendorf, and Toms
Staff: Emergency Management Coordinator Roman Baligad, City Maintenance Director Riley Sublett, and Community Events Coordinator Johnna Krantz
12. **Publicity Committee**
Ward
Staff: Content Marketing Specialist Stephanie Hartnett

13. Safety, Security, & Traffic Control Committee

Strang and Handley

Staff: Emergency Management Coordinator Roman Baligad

14. Sanitation Committee

Phillips, Shindler, and Holtzendorf

Staff: Parks Maintenance Manager Patrick Baglietto

15. Site Plan Committee

Shindler

Staff: City Maintenance Director Riley Sublett (Electrical Setup and Road Closures)

16. Sponsorship & Hospitality Committee

Ward, Cornett, and Garza

Staff: City Attorney Laura Mueller, Deputy City Attorney Aniz Alani, and Community Events Coordinator Johnna Krantz

17. Volunteer Committee

Rutherford

Staff: Community Events Coordinator Johnna Krantz

UPCOMING MEETINGS

Founders Day Committee Meetings

September 22, 2025, @ 6:30 p.m.

October 27, 2025, @ 6:30 p.m.

November 11, 2025, @ 6:30 p.m.

City Council Meetings

September 2, 2025, @ 6:00 p.m.

September 16, 2025, @ 6:00 p.m.

October 7, 2025, @ 6:00 p.m.

October 21, 2025, @ 6:00 p.m.

ADJOURN

This facility is wheelchair accessible. Accessible parking spaces are available. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling (512) 858-4725.



2026 SPONSORSHIP INFORMATION

April 24 - 26, 2026

Each spring, the heart of Dripping Springs comes alive with one of Central Texas' most cherished traditions — the **Founders Day Festival**. Now in its 37th year, this three-day celebration of heritage and hometown pride draws over **15,000 attendees per day** to our historic downtown for live music, a marching parade, carnival rides, food vendors, cook-off competitions, craft booths, and more.

Why Sponsor?

- Boost brand visibility with thousands of festival-goers through on-site signage
- Align your business with a high-profile, family-friendly community event
- Engage with customers face-to-face through booths and on-site activations
- Demonstrate community support - Dripping Springs locals love to support businesses that support them!

Sponsor Perks:

- Premium signage & media exposure
- VIP access & parking
- MC shout-outs and logo placement on event stages
- Exclusive sponsor experiences



Easy to Join!
Scan Here to
Become a
Sponsor!

*Questions? Contact Michael Ward at
michaelward0503@gmail.com*



2026 SPONSORSHIP PACKAGES Item 1.

Payment and logo must be sent by Monday, April 6, 2026, for full sponsorship benefits.

2026 STANDARD SPONSOR LEVELS AND BENEFITS		BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
		\$500	\$1,500	\$3,000	\$5,000	\$10,000
MARKETING BENEFITS	Newspaper Thank You Ad	X	X	X	X	X
	Facebook & Instagram Shout Out	X	X	X	X	X
	Logo on Founders Day Website	X	X	X	X	X
	Logo on Banner at The Triangle (Downtown DS)					X
	Logo on Banner at Founders Day	X	X	X	X	PROMINENT
	M.C. Shout Out at Stage During Founders Day		X	X	X	X
	Access to Founders Day Logo (Ask for Details!)				X	X
FEST PERKS	VIP Lounge Access*	OPTIONAL PURCHASE	2	4	6	8
	Early Vendor Booth Registration		X	X	X	X
	Vendor Booth Fee Waived			FREE 10'x10'	FREE 10'x20'	CUSTOM
	Final Table Cook-Off Judging					X
MISC.	Certificate of Appreciation	X	X	X	X	X
	Award at Main Stage				X	X

*Additional VIP Lounge badges available for purchase. Amount available depends on level of sponsorship. Passes are per day.

Level:	Price:	PREMIER SPONSORSHIP PACKAGES:
Presenting Sponsor	\$30,000	Diamond Level benefits + "Founders Day Festival presented by [Your Business]" on ALL promo materials, special mention across all media and event coverage
Main Stage Sponsor	\$20,000	Platinum Level benefits + highest visibility logo on stage, logo on stage-related promotional material
Parade Sponsor	\$7,500	Gold Level benefits + lead spot in the parade, logo on parade promotional material, 2 prominent logos at stage
Beer Garden Sponsor	\$8,000	EXPERIENCE SPONSORSHIPS: Gold Level benefits + prominent logo on Beer Garden tent, branded koozies (optional in-kind), logo on beer menu and signage, 8 VIP passes
VIP Tent Sponsor	\$5,000	Silver Level benefits + branded signage inside and outside VIP area, opportunity to welcome guests with swag or promo material, 8 VIP passes
Beer Garden Partner	\$500 + in-kind donation of beer	Bronze Level benefits + (1) 10'x10' booth in beer garden area to pass out swag or promo material, logo on banner in Beer Garden <i>*The DS Knights of Columbus must make all beer sales</i>

2026 SPONSORSHIP FORM

Item 1.

**PLEASE COMPLETE THE FORM AND SEND PAYMENT TO THE CITY OF
DRIPPING SPRINGS, OR PAY ONLINE!**

SPONSOR LEVEL: _____ AMOUNT PAID: _____

CONTACT NAME: _____ TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

LOGO TO BE PROVIDED BY (NAME): _____

EMAIL: _____ PHONE: _____

FACEBOOK: _____ INSTAGRAM: _____

WEBSITE: _____

DO YOU WANT A VENDOR BOOTH FOR SATURDAY & SUNDAY? YES _____ NO _____

**\$400 booth fee for Bronze & Silver Sponsors. Booth fee waived for Gold Sponsors and above while spaces last!*

**If yes to this option, please include this amount on your check.*

SEND FORM & CHECK BY MAIL:

OR

SCAN & EMAIL THIS FORM TO:

City of Dripping Springs
Founders Day Event Coordinator
P.O. Box 384
Dripping Springs, TX 78620

Make Check Payable to City of Dripping Springs

jkrantz@cityofdrippingsprings.com

Pay Online at:

secure.rec1.com/TX/

dripping-springs-tx/catalog/

and click the Founders Day tab



EMAIL LOGO TO: SHARTNETT@CITYOFDRIPPINGSPPRINGS.COM

FOR OFFICE USE ONLY: CK DATE: _____ #: _____ AMOUNT: _____ DATE REC'D: _____



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		\$750	\$1,750	\$4,000	\$7,000	\$15,000
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	Facebook & Instagram Shout Out	X	X	X	X	X
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EMAIL: _____ PHONE: _____

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City of Dripping Springs
Founders Day Event Coordinator
P.O. Box 384
Dripping Springs, TX 78620

Make Check Payable to City of Dripping Springs

jkranztz@cityofdrippingsprings.com
Pay Online at:
secure.rec1.com/TX/
dripping-springs-tx/catalog/
and click the Founders Day tab



EMAIL LOGO TO: SHARTNETT@CITYOFDRIPPINGSPPRINGS.COM

FOR OFFICE USE ONLY: CK DATE: _____ #: _____ AMOUNT: _____ DATE REC'D: _____