



## TOURISM AND VISITORS BUREAU ADVISORY BOARD MEETING

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City Hall Training Room,, 298 W. Washington (use Columbia Street entrance)  
Monday, May 24, 2021 at 5:30 PM

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### AGENDA

#### CALL TO ORDER

#### AGENDA ITEMS

1. Update on Moo-La Fest
2. Daytripper Update
3. Haunted Tour Update
4. Recommendations for Future Agenda Items

#### ADJOURN

*Those wishing to address the Tourism and Visitors Bureau Advisory Board may do so in person. Written correspondence may also be mailed to City Hall or emailed to Julie Smith at [jsmith@stephenvilletx.gov](mailto:jsmith@stephenvilletx.gov). Written correspondence must be received by 3:00 p.m. on May 24, 2021. For alternate arrangements, please contact Julie at least 48 hours prior to the meeting.*

***In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in this meeting should contact City Hall at 254-918-1287 within 48 hours prior to the meeting to request such assistance.***

Item 1.



**MOO-LA**  
STEPHENVILLE  
TEXAS **FEST**  
ESTABLISHED 2019

# SPONSOR PACKET

JUNE 4TH & 5TH 2021

*Stephenville*  
TEXAS



GO TEXAN.®



## **Holstein Sponsor**

### **\$100**

- Social media advertising
- Website advertising with link to company website

## **Best in Show Sponsor**

### **\$250**

- Social media advertising
- Website advertising with link to company website

## **Grand Champion Sponsor**

### **\$500**

- Social media advertising
- Website advertising with link to company website

# Banner Sponsor Item 1. **\$1,500**



- Full-color company banner in midway area
- Two full-color yard signs
- Social media advertising
- Website advertising with link to company website





# Balloon Sponsor

## \$2,500

Item 1.



- Full-color company logo banner on balloon basket
- Two full-color yard signs at balloon site
- Two-person balloon ride (weather permitting)
- Social media advertising
- Website advertising with link to company website



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# Meal Sponsor \$2,500

- Pilot breakfast meal on Friday, June 5
- Pilot dinner meal on Friday, June 5
- Pilot breakfast meal on Saturday, June 6
- Pilot dinner meal on Saturday, June 6



- Full-color company logo on banner in pilot room
- Table tents at serving area and dining tables
- Two full-color yard signs in balloon area
- Social media advertising
- Website advertising with link to company website
- Two-person balloon ride (weather permitting)

# Band Sponsor Item 1.



## **Concert Underwriter = \$5,000 (one available)**

- Premium placement of company banner onstage
- Live acknowledgement before and after performance
- Four full-color yard signs in stage area
- Two-person balloon ride (weather permitting)
- Complimentary booth space to distribute collateral material
- Social media advertising
- Website advertising with link to company website
- Premium Parking
- 100 carnival ride tickets
- \$50 beverage voucher

## **Concert Underwriter = \$2,500 (one available)**

- Company Banner onstage
- Two full-color yard signs in stage area
- Two-person balloon ride (weather permitting)
- Social media advertising
- Website advertising with link to company website
- Premium Parking
- 50 carnival ride tickets
- \$25 beverage voucher

## **Concert Friends = \$1,000 (one available)**

- Small banners near stage area
- Two full-color yard signs in stage area
- Social media advertising
- Website advertising with link to company website
- Premium Parking
- 25 carnival ride tickets
- \$10 beverage voucher

# Event Schedule

Item 1.



## Thursday 6 PM- 10 PM

Texstar Concert  
Carnival Preview Night

## Friday 4 PM - 10:30 PM

Live Entertainment  
Carnival and Kid Zone  
Grub Zone, Vendors, Makers, & Artist  
\*Balloon Glow at Dusk

## Saturday 8 AM- 10:30 PM

Balloon Fly-In at Dawn  
Udderly Epic Fun Run  
Live Entertainment  
Carnival and Kid Zone  
Grub Zone, Vendors, Makers, & Artist  
\*Balloon Glow at Dusk

Sponsor level chosen: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

Item 1.



Amount Due:   \$   \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please mail payment c/o STVB  
298 West Washington  
Stephenville, Texas 76401  
tourism@stephenvilletx.gov  
www.VisitStephenville.com  
254-552-1222





# MOO-LA FEST

STEPHENVILLE TEXAS  
EST. 2019 | FIRST WEEKEND IN JUNE



## Stephenville City Park | June 3-6, 2021

# SCHEDULE OF EVENTS

### THURSDAY, JUNE 3

- 6-10 pm Carnival Americana
- 8-8:30 pm Scott Kirby and Davin James
- 8-9 pm Hot Air Balloon Glow
- 8:30-10 pm Asleep at the Wheel

### FRIDAY, JUNE 4

- 4-11 pm Carnival Americana, Vendors, Grub Zone, Beer Sales
- 6-7:30 pm Michael Hix
- 6-9 pm Pinspiration
- 8-9 pm Hot Air Balloon Glow
- 8:30-10:30 pm Phil Collins Experience

### SATURDAY, JUNE 5

- 6-7 am Hot Air Balloon Fly In
- 8-11 am Udderly Epic Fun Run
- 10 am-11 pm Carnival, Vendors, Grub Zone
- 11 am-4 pm Dairy Area, Cross Timbers Fine Arts Council, Texas Forts Trail Wine Festival, State Longhorn Herd
- 1-11 pm Beer Sales
- 2-3 pm Holli Garet
- 4-5 pm The Decades Band
- 6-7 pm Party Machine
- 6-9 pm Pinspiration
- 8-9 pm Hot Air Balloon Glow
- 8:30-10:30 pm Elton Dan and Gypsies, Doves and Dreams

### SUNDAY, JUNE 6

- 12-6 pm Carnival Americana



Asleep at the Wheel



Phil Collins Experience



Elton Dan