



HISTORIC DOWNTOWN TAYLOR ** Saturday, May 7, 2022 ** 10AM - 4PM

It's that time again! Spring has almost sprung, and it's time for Blackland Prairie Days! Because COVID kept us from having our downtown festival for 2 years, we are more excited than ever to welcome everyone back to beautiful downtown Taylor.

Blackland Prairie Days will be held in the heart of our Historic Downtown District on Main Street and in Heritage Square Park. We are closing Main Street from 2nd to 5th Streets and 3rd and 4th Streets from Talbot Street to Porter Street, giving us plenty of room to spread out and showcase our downtown businesses and beautiful historic buildings.

Sponsorship in Taylor's Blackland Prairie Days is a wonderful way to support your community and promote your business. All proceeds from the festival go to the Taylor Main Street program for revitalization activities for our downtown area, including historic preservation, business promotion and economic development. It's also a fantastic way to demonstrate your support in a very visible way and take advantage of potential marketing opportunities for your business or organization.

We hope you will consider being a Festival sponsor this year. We appreciate your support and look forward to collaborating with you to help make this year's Blackland Prairie Days a tremendous success.

Taylor's Blackland Prairie Days Committee contact information:

Jan Harris, Main Street Manager (O) 512-352-3463; (C) 512-365-4041;
jan.harris@taylortx.gov





HISTORIC DOWNTOWN TAYLOR ** Saturday, May 7, 2022 ** 10AM - 4PM

You are invited to be a 2022 Festival Sponsor!

LOCATION: Historic Downtown Taylor - Main Street from 2nd to 5th Streets and 3rd and 4th Streets from Talbot Street to Porter Street and in Heritage Square Park

DATES/TIMES: Saturday, May 7, 2022 | 10 a.m. – 4 p.m.

ATTENDANCE: Estimated to be 3,000 +

AUDIENCE: Family event to include all ages from the Central Texas region.

ACTIVITIES: Traditional family festival with fun-filled activities throughout the day featuring unique shopping at arts & crafts booths, entertainment on two stages and plenty of festival food. Children's activities including pony rides, petting zoo, and much more!

MARKETING OPPORTUNITIES: Radio, print and website coverage (Partnership sponsor level)
Sponsorship banner placements opportunity
On-site signage provided by Festival
Podium recognition throughout the day
Booth/exhibit space

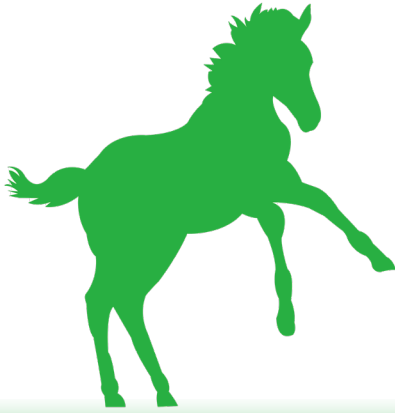
PROMOTION IDEAS: Product sampling and sales
Database development (register to win)
Contests/Promotions /Premium Incentives/Coupons/Bounce Backs
/Cross-Promotions/Sponsor Partnerships

ALL SPONSORSHIPS SUPPORT THE TAYLOR MAIN STREET PROGRAM'S EFFORTS TO STRENGTHEN AND GROW OUR DOWNTOWN BUSINESS COMMUNITY!

Contact: Jan Harris, Main Street Manager | (O) 512-352-3463; (C) 512-365-4041

jan.harris@taylortx.gov

2022 BLACKLAND PRAIRIE DAYS SPONSORSHIP LEVELS



\$1,500 & Up

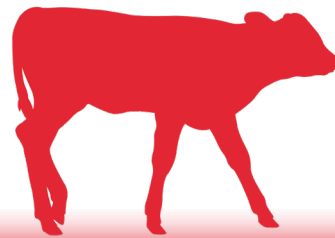
Sponsors:

- Stage
- Entertainment

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Free booth space for sponsor's business.
- Hourly sponsorship recognition will be announced throughout the day.
- Listing on website.

FOAL



\$1,000 - \$1,500

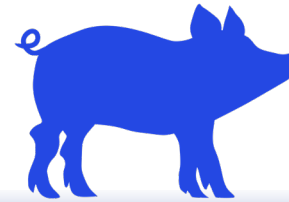
Sponsors:

- Children's Area
- Porta Potties

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Free booth space for sponsor's business.
- Sponsorship recognition will be announced throughout the day.
- Listing on website.

CALF



\$500 - \$1,000

Sponsors:

- Petting Zoo
- Pony Rides
- Train Rides

You receive:

- Signage (provided by sponsor) on sponsored Festival Component and around the Festival Area.
- Sponsorship recognition will be announced throughout the day.
- Listing on website.

PIGLET



\$250-500

Sponsors:

- Sponsorships will be combined with others to fund areas as needed.

You receive:

- Sponsorship recognition will be announced throughout the day.
- Listing on website.

CHICK



HISTORIC DOWNTOWN TAYLOR ** Saturday, May 4, 2019 ** 10AM - 4PM

SPONSORSHIP FORM

Name: _____

Company name: (As it would appear on signage)

Brief commercial about your business to be announced during event:

Owner/Manager Signature: _____

Address: _____

Phone: _____ Alternative Phone: _____

Sponsorship level: _____ Check enclosed: \$ _____

Please send in application and sponsorship fee no later than Friday, April 1, 2022 to have your company name on our promotional materials.

Credit card payments for sponsorships are accepted by phone for a \$3.00 fee or make check payable and mail to: **Taylor Blackland Prairie Days; 400 Porter Street; Taylor, TX 76574**

For additional information, contact Jan Harris, Taylor Main Street Manager, (O) 512-352-3463; (C) 512-365-4041; or email jan.harris@taylortx.gov

Send forms and checks to: **Taylor's Blackland Prairie Days**
400 Porter Street
Taylor, TX 76574

