



Lake Dallas is renowned for community events and the public eagerly awaits these family-friendly hometown celebrations. Event sponsorship is one method to let the public know you support the local community while promoting your organization. The upcoming Lake Dallas event calendar features...

- *Halloween 'Trunk or Treat' party is a safer alternative to trick-or-treating door-to-door. Businesses and organizations come to City Hall and 'tailgate' with tricks and treats for kids of all ages and a traditional hayride through downtown.*
- *Holiday Tree Lighting features an evening of festive entertainment. Horse drawn wagon rides, live musical entertainment, refreshments, crafts for the children, and a visit by Santa Claus to meet with the local children for photographs.*
- *Mardi Gras on 'Fat Tuesday' is the Best Free Event on Earth! ...or at least in Denton County. The party begins with a 'Big Easy' style parade, headline musical entertainment from the N'awlins Gumbo Kings, contests, activities for the kids along with tasty food and a vendor market.*
- *The Lake Cities 4<sup>th</sup> of July is the area's hallmark event uniting Corinth, Hickory Creek, Shady Shores and Lake Dallas for a one-of-a-kind patriotic celebration. Lake Dallas' City Park will be filled with festivities beginning with the Independence Day parade, contests, live music, great food, and a vendor market.*

The event sponsorships range from \$100 and up with each sponsor having their organization's logo in print advertising including flyers, posters, event banner, newspaper advertisements and their website link inserted into e-marketing pieces. Select sponsorships have increased visibility and benefits including naming rights, vendor market space, judge selection and more.

A sponsorship commitment form is enclosed to pledge support and reserve sponsorship rights. With your organization's support, Lake Dallas' community events will be a source of great enjoyment and benefit to the community and your organization. Please contact me at 940.497.2226 x132 with any questions and thank you.

Sincerely,

Julie Chapman  
Community Relations



**Sponsorship Commitment**

Name of Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Website: http:// \_\_\_\_\_

Event(s):	<i>Holiday Tree Lighting</i>	Sponsor Type: _____
	<i>Mardi Gras on 'Fat Tuesday'</i>	Sponsor Type: _____
	<i>Lake Cities July 4<sup>th</sup></i>	Sponsor Type: _____
	<i>Halloween 'Trunk or Treat'</i>	Sponsor Type: _____

By signing here I acknowledge that I will pay the above sponsorship costs when I am invoiced for payment. I also understand that my sponsorship dollars will only be refunded if the event is cancelled and not if it is rescheduled or postponed due to any kind of natural disaster or problem. I am responsible for providing my logo and information needed in a timely manner so I am included in all advertising and promotional materials.

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

To pledge your sponsorship(s), please fax this form to the attention of Community Relations at (940) 497-4485, email: jchapman@lakedallas.com, or mail: City of Lake Dallas, Community Relations, 212 Main Street, Lake Dallas, TX 75065.

Once your form is received, you will receive a confirmation of your sponsorship(s). Thank you for supporting community events!