



**A TIME FOR WARM HEARTS AND HOT GUTS**

The 34<sup>th</sup> annual Hogeye will be Thursday, October 21 through Saturday, October 23, 2021. We would love for you to be a part of our event. **The Friday Night Street dance is back in 2021 and offers a NEW Sponsorship opportunity in addition to the hogfilled support levels available. Sponsorships for the festival overall range from \$250 to \$3500.** Sponsoring Hogeye provides great advertising exposure both to the local community and Central Texas. Your participation helps us to produce a great family event for your customers and provides support for the work of the Elgin Main Street program to preserve and improve the historic Elgin downtown district.

Great things are happening in downtown Elgin – businesses throughout the district are offering new services and sales options, there are more than 35 loft apartments and since 2015 twelve buildings have been restored. Your support of the Hogeye Festival directly contributes to the development, promotion and revitalization of the downtown business district and Our Town! The Main Street Board is continuing to offer the Main Street Marketing grant which reimburses downtown area businesses up to \$100 per month in marketing expenses. Your support of the Hogeye Festival directly contributes to the development, promotion and revitalization of the downtown business district and Our Town!

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*The Hogeye Festival is a fun street festival that has grown from a small event in Veterans' Memorial Park for local residents to a grand annual festival that covers over 20 city blocks! Thursday night Pearls Before Swine Art Show Opening, Hogalicious Desert Contest, Friday Night Street Dance, On Saturday live music on two stages, handmade arts and crafts, Car Show, the Gordon Swenson Memorial BBQ Pork Cook-Off, carnival, children's activities, several contests, the Pearls Before Swine Art Show, and of course, great food!*

An estimated **20,000 people** attend the Hogeye Festival annually. Based on feedback, we know that the largest number of people come from **Austin, Houston, San Antonio, and Dallas-Fort Worth** to take part in the festival.

The Elgin Main Street Board has been a part of the Main Street program through the Texas Historical Commission since 1990. The City of Elgin has been selected as a National Main Street Community every year since 1999. **Public support is vital to the success of any Main Street program. Through your funding we can continue to preserve and revitalize the Elgin Downtown Historic District.**

Please review the available sponsorship categories and consider which one would best match your company's support program. If you have questions, please contact Kaley Frye, Main Street Manager at 512-365-9526 or [hogeye@ci.elgin.tx.us](mailto:hogeye@ci.elgin.tx.us) or Amy Miller, Community Services Director at 512-801-5748 or [amiller@ci.elgin.tx.us](mailto:amiller@ci.elgin.tx.us)

We look forward to your partnership,

Theresa McShan  
President, Elgin Main Street Board

Stacey Gruetzner Wilhite  
Elgin Main Street Board

**Elgin Main Street Board, PO Box 591, Elgin, Texas 78621**

512-281-5724



[www.hogeyefestival.com](http://www.hogeyefestival.com)



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SPONSOR LEVEL	2021 Sponsorship Tiers	AMOUNT
<b>WHOLE HOG</b>	<ul style="list-style-type: none"> <li>➤ Your 6 ft. (6x4) banner hung at Main Stage.</li> <li>➤ Prominent vendor booth location at the festival</li> <li>➤ Logo in prime location on festival t-shirt</li> <li>➤ Logo on all Hogeye marketing materials distributed throughout Elgin &amp; Central TX.</li> <li>➤ Recognition from the mic throughout the festival.</li> <li>➤ Social Media recognition twice a month.</li> <li>➤ Logo on festival event schedule</li> <li>➤ Logo on festival website year-round.</li> <li>➤ 4 Festival t-shirts</li> </ul>	<b>\$3,500</b>
<b>BACONATOR</b>	<ul style="list-style-type: none"> <li>➤ Your 6ft. (6x4) banner hung at the Veterans Park Stage Friday night</li> <li>➤ Your company logo on the festival koozie</li> <li>➤ Logo on Hogeye marketing materials distributed throughout Elgin &amp; Central TX.</li> <li>➤ Monthly Social Media recognition.</li> <li>➤ Recognition from the mic during Hogeye</li> <li>➤ Vendor booth at the festival</li> <li>➤ Logo on festival t-shirt</li> <li>➤ Logo on festival website year-round.</li> <li>➤ 3 Festival t-shirts</li> </ul>	<b>\$2,500</b>
<b>HOG WILD</b>	<ul style="list-style-type: none"> <li>➤ Your 4 ft. (4x4) banner hung at the Veterans Memorial Park stage</li> <li>➤ Vendor booth at the festival</li> <li>➤ Logo on festival t-shirt</li> <li>➤ Logo on Hogeye marketing materials distributed throughout Elgin &amp; Central TX.</li> <li>➤ Recognition from the mic during Hogeye</li> <li>➤ Social Media recognition six times per year.</li> <li>➤ Logo on festival website year-round.</li> <li>➤ 3 Festival t-shirts</li> </ul>	<b>\$2,000</b>
<b>HOGS &amp; KISSES</b>	<ul style="list-style-type: none"> <li>➤ Your 3ft. (3x4) banner hung on the Hogeye Festival Grounds</li> <li>➤ Your company logo on the back of the official Hogeye T-shirt</li> <li>➤ Your company name will be announced during Hogeye.</li> <li>➤ Logo on festival website year-round.</li> <li>➤ Social Media recognition quarterly.</li> <li>➤ 2 Festival t-shirts</li> </ul>	<b>\$1,000</b>
<b>A REAL HAM</b>	<ul style="list-style-type: none"> <li>➤ Company name listed on the back of the festival t-shirt (not logo).</li> <li>➤ Company name will be announced during Hogeye.</li> <li>➤ 1 Festival t-shirt</li> </ul>	<b>\$500</b>
<b>OINKER</b>	<ul style="list-style-type: none"> <li>➤ Company name listed on the festival website.</li> <li>➤ Social media recognition once per year</li> <li>➤ Listed on the Hogeye shuttle banner</li> </ul>	<b>\$250</b>

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**Thank you so much for deciding to become a sponsor of the 34<sup>th</sup> Annual Hogeye Festival! Please fill out the following completely so we can ensure that all published information is correct.**

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

Email: \_\_\_\_\_

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

Business Name\*: \_\_\_\_\_

\*This is the name that will be published and used on all advertising material.

Sponsorship Category: \_\_\_\_\_

Donation amount enclosed: \_\_\_\_\_

**Please make checks payable to “Elgin Main Street Board” and submit by August 16, 2021.** Please email your **HIGH-RESOLUTION LOGO** image to [community@ci.elgin.tx.us](mailto:community@ci.elgin.tx.us) by **August 16, 2021**.

**Sponsors at \$2000 and above may use the annual Hogeye Festival logo on a promotional item – please contact our office to review this sponsorship benefit.**

**Sponsors at \$1,000 and above should deliver their banner** to Fleming Community Center by **October 07, 2021**.

Sponsors at \$500 and above receive free festival shirt(s). Please indicate size(s) (S-4XL) and cut(s) (men's or women's): \_\_\_\_\_

*If you need more than the shirt(s) included, please email [community@ci.elgin.tx.us](mailto:community@ci.elgin.tx.us) to reserve them. Additional festival souvenir shirts are \$10 each*

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In addition to the various levels of sponsorship, we provide a Commercial Vendor classification that allows for corporate booth space on the festival grounds to showcase your product or service. We encourage distribution of free promotional items. The additional cost of a single booth for a Commercial Vendor is \$500. Commercial Vendor space is included for sponsors at the top tier 'Whole Hog' level.

\_\_\_\_\_ I am interested in Commercial Booth space. Please contact me with further information.

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