



A TIME FOR WARM HEARTS AND HOT GUTS.



July 2011

Wow, it's been 24 years since the first Hogeye Festival! This year's Hogeye Festival will be held on Saturday, October 22, 2011. Thanks to your support, we expect a wonderful celebration of our community, our historic downtown and a successful fundraiser for the Elgin Main Street Program again this year. Annually we estimate that 20,000 people attend our festival. Your sponsorship provides you great advertising opportunities.

Hogeye Festival features live music (on three stages in 2011), handmade arts and crafts, children's activities, Lone Star Car Club Car Show, Gordon Swenson Memorial BBQ Pork Cook-Off, In a Pig's Eye Dart Contest, the crowning of King Hog or Queen Sowpreme, the Lindsay Kay Wing Memorial Children's Costume Pet Parade, a carnival, Hogalicious Dessert Contest, Cow Patty Bingo, the Pearls Before Swine Art Show and great food! Free Festival Shuttle available at the Hwy. 95 North Park and Ride

Through your support we were able to raise a record amount for use in Elgin's Downtown Historic District. In 2010-2011 all new LED holiday lights are being installed on top of the buildings to light up downtown! Monies raised at the Hogeye Festival provide promotional events, benches, trash cans, planters, training for businesses, volunteers and staff. The Main Street Program sponsors the award winning Downtown 78621 magazine with the Elgin Chamber of Commerce and the Elgin Economic Development Corporation.

What's the Pig Deal? Remember your contributions to the Hogeye Festival not only show your community spirit and your support of downtown revitalization but give your business terrific exposure in the Elgin area. We hope that you will continue your sponsorship at the same level or increase your participation based on the new opportunities.

Please review the sponsorship levels on the enclosed "What's the Pig Deal?" form and show your support by contacting our sponsorship Chair, Dorothy McCarther at (512) 285-2330 with your pledge. Then mail your donation payable to the Elgin Main Street Board, P.O. Box 591, Elgin, TX 78621.

Please select your sponsorship level before August 17, 2011 in order to receive the recognition you deserve. We look forward to sharing a "time for warm hearts and hot guts" with you at the 24th Annual Hogeye Festival.

What's the Pig Deal?

Whole Hog Sponsorship of \$3500

- Will hang your 6 ft. banner at 2nd Street Hogeye stage. Stages are very visible to all who visit the Festival.
- Booth space at the festival for your promotion of your company or product.
- Company logo on Back of official Hogeye T-Shirt.
- Company logo on Official Hogeye Poster, at least 500 posters distributed throughout Elgin and central Texas
- Company logo on Official Hogeye Event Schedule
- Your Company Name will be announced throughout the day at the stages

Hog Wild Sponsorship of \$2,000

- Will hang your 4 ft. banner at the Veterans' Park stage. Stages are very visible to all who visit the Festival.
- Company logo on Back of official Hogeye T-Shirt.
- Company logo on Official Hogeye Poster, at least 500 posters distributed throughout Elgin and central Texas
- Company logo on Official Hogeye Event Schedule
- Your Company Name will be announced throughout the day at the stages

Hogs & Kisses Sponsorship of \$1,000

- Will hang your banner on the Hogeye Festival Grounds
- Company logo on Back of official Hogeye T-Shirt
- Company Name on Official Hogeye Event Schedule
- Your Company Name will be announced throughout the day at the stages

A Real Ham Sponsorship of \$500

- Company Logo on Official Hogeye T-shirt. Space is limited, hurry.
- Your Company Name will be announced throughout the day at the stages

Squealer Sponsorship of \$350

- Company Name on free festival shuttle or specialty items for 2011
- Company Name to be posted at the Hogeye Festival on official sponsor boards
- Your Company Name will be announced throughout the day at the stages

Snorter Sponsorship of \$250

- Company Name to be posted at the Hogeye Festival on official sponsor boards
- Your Company Name will be announced throughout the day at the stages

Oinker Sponsorship of \$100

- Company Name to be posted at the Hogeye Festival on official sponsor boards

YES! We _____ (business name) want to be a Hogeye Sponsor and have enclosed our donation in the amount of \$_____.
Please make checks payable to "Elgin Main Street Board" and submit by August 17, 2011.



Company Name for T-Shirt, Poster, Schedule, Signage:

Please send your logo ELECTRONICALLY high quality image asap to cpannell@ci.elgin.tx.us
Hog Wild or Hogs & Kisses Sponsors please deliver your banner to Elgin City Hall by Friday, October 14, 2011

Printed Name

Email

Phone

Thank you for supporting Hogeye and the Elgin Community

Elgin Main Street Board ~ P.O. Box 591 ~ Elgin, Texas 78621 ~ 512.281.5724 ~ FAX 512.285.3016