

**2019 Cornyval Parade
Sponsorship Packet**



**May 4, 2019
Helotes, Texas**

About the Parade

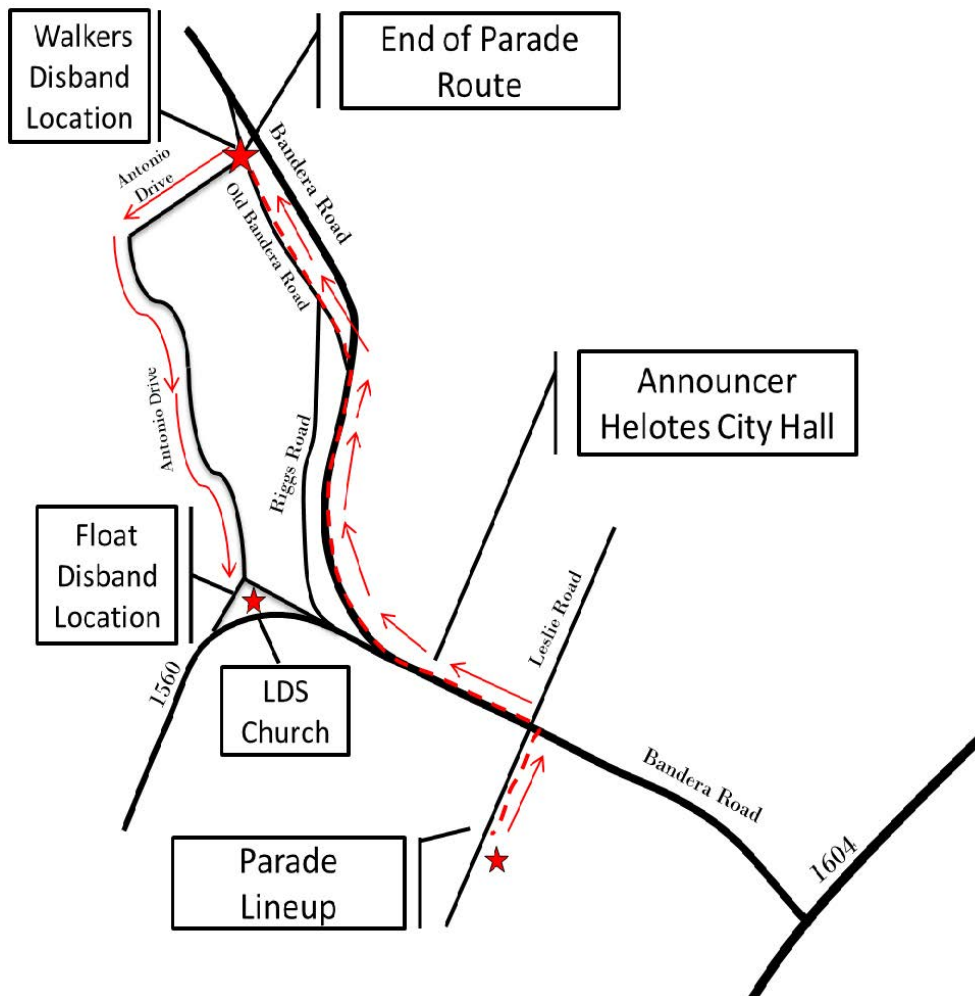
The City of Helotes will host the 2019 Cornyval Parade on Saturday, May 4, 2019. This signature City event occurs annually the same weekend as the Cornyval Festival that is hosted by the Helotes Festival Association. The parade entries represent Helotes and the surrounding area.

The City has taken a proactive approach to ensure that Helotes maintains its identity and expands economic development and tourism activities within the City. The Cornyval Parade is one of the many cultural events sponsored by the City that improves the quality of life for area residents and ensures a steady flow of tourism into the City.

The parade begins at 10 a.m and concludes at approximately 11 a.m. It begins on Leslie Road, takes a left on Bandera Road, then takes a left onto Old Bandera Road and disbands on Riggs Road. The parade's announcer and judges are stationed in front of City Hall located at 12951 Bandera Road. Please visit the website for details at www.helotes-tx.gov/events/helotes-cornyval-parade.

The 2019 parade theme is "May the 4th be with you!" The parade will take place on May 4 this year, so our theme is a play on words and a tribute to our friends who love Star Wars movies.

Cornyval Parade Route



2019 SPONSORSHIP PACKAGES

Gold Sponsor: \$500

Print: Helotes Magazine

- * Advertising promoting the event and sponsors.
- * Full color, key placement.
- * Distributed directly to over 11,500 households and rack distribution at local businesses.

Print: Helotes Highlights

- * Advertising promoting the event and sponsors.
- * Distributed directly to over 37,000 households.

Social Media

- * Paid advertising on City of Helotes and Shop Helotes Facebook pages; over 18,700 followers.
- * Additional promotion on Twitter and Instagram.

Additional Recognition

- * Logo on City's website.
- * Recognition on the City's digital sign.
- * Announcer recognition during the parade.
- * Platinum banner recognition in the parade. The banner is provided by the City, but 2 walkers to carry the banner must be provided by the sponsor.

Silver Sponsor: \$250

Print: Helotes Magazine

- * Advertising promoting the event and sponsors.
- * Full color, key placement.
- * Distributed directly to over 11,500 households and rack distribution at local businesses.

Social Media

- * Paid advertising on City of Helotes and Shop Helotes Facebook pages; over 18,700 followers.
- * Additional promotion on Twitter and Instagram.

Additional Recognition

- * Logo on City's website.
- * Announcer recognition during the parade.
- * Gold banner recognition in the parade. The banner is provided by the City, but 2 walkers to carry the banner must be provided by the sponsor.

Bronze Sponsor: \$100

Social Media

- * Paid advertising on City of Helotes and Shop Helotes Facebook pages; over 18,700 followers.
- * Additional promotion on Twitter and Instagram.

Additional Recognition

- * Logo on City's website.
- * Announcer recognition during the parade.
- * Silver banner recognition in the parade. The banner is provided by the City, but 2 walkers to carry the banner must be provided by the sponsor.

Important Deadlines

March 1, 2019	Sponsorship commitment deadline for inclusion in the Helotes Magazine.
March 1, 2019	Sponsorship commitment deadline for inclusion in the Helotes Highlights.
April 1, 2019	Sponsorship commitment deadline for social media advertising.
April 26, 2019	Sponsorship commitment deadline for banner recognition.
May 4, 2019	Cornyval Parade takes place in Helotes.

Questions

For questions or additional information please visit the City of Helotes website at <https://www.helotes-tx.gov/events/helotes-cornyval-parade> or contact Andrea Wazir.

Andrea Wazir

Public Relations Specialist

P: 210-695-5916

E: awazir@helotes-tx.gov

Cornyval Parade 2019 Sponsorship Form

Thank you for your sponsorship! If applicable, check the following and submit cash, check, money order, or credit card payment made payable to the City of Helotes with your Sponsorship Packet.

_____ Gold \$500.00
_____ Silver \$250.00
_____ Bronze \$100.00

Please indicate the following financial information for the Cornyval Parade:

\$ _____ Total amount enclosed
_____ Check number (Please make all checks payable to the City of Helotes, Texas)
_____ Money order (Please make all money orders payable to the City of Helotes, Texas)
\$ _____ Cash
\$ _____ Credit card

Type of credit card: _____
Expiration: _____
Credit card number: _____
Name on card: _____
Billing address: _____
Zip code: _____
Security code: _____
(last three digits on back of card)

My signature confirms that I have the authority to execute this Sponsorship Form and pay the sponsorship fee for myself and/or my affiliated organization/company.

Signed: _____ Date: _____

Printed Name: _____ Phone: _____

Organization Name: _____

Remit form and payment to Andrea Wazir, City of Helotes, 12951 Bandera Road, Helotes, TX 78023.



Media Release, Waivers of Liability, Indemnity Agreement

In consideration of the privilege of participating in the Parade, the receipt and sufficiency of which is acknowledged, I voluntarily grant unto the City of Helotes, its agents, representatives and assigns, and any media of any and all types whatsoever or other interested parties covering, web streaming, broadcasting, or communicating in any manner whatsoever any Parade and/or Parade event sponsored by the City of Helotes, the right to sell, record, broadcast and rebroadcast, duplicate, and/or otherwise exploit for pleasure or profit, in any media throughout the world, my performance in the Parade; and to use my name, likeness, voice, photograph, image, biographical information, or any other information or data about me concerning my involvement, participation, and connection with the City's and its representatives, agents, and assigns' promotion of the Parade and/or Parade activities.

For the same consideration described in paragraph one hereof, I, my agents, heirs and assigns, voluntarily agree to assume all risks and waive all liability to the maximum extent permitted by law associated with my involvement and participation in the Parade and/or Parade activities. I agree to forever save and hold harmless, release, indemnify and defend all of the following entities and individuals who shall hereinafter be referred to as the "indemnified parties:" the City of Helotes, its respective officials, managers, directors, employees, agents, successors, assigns, members, and volunteers, and any other individual or entity working or acting on behalf of the City with regard to the Parade and/or Parade activities. I, my agents, heirs and assigns agree to forever save and hold harmless, release, and defend the "indemnified parties" from and against any and all claims, damages, liabilities, costs, expenses and the like including all attorney's fees, arising out of my involvement and participation in the Parade and/or any Parade activities, including without limitation any and all personal injuries, death including my death, damage to my property, or damage to the property of others resulting therefrom.

I also agree to and shall save and hold harmless, release, indemnify and defend from and against any and all claims of each and every type whatsoever, losses, damages, causes of action, suits and liability of each and every type, including all expenses of litigation, court costs, and attorney's fees for injury to or death of any person including myself, or for damage to any property arising out of or in connection with the Parade, whether such injury, death, or damages are caused by the sole negligence of the "indemnified parties" or the joint, or joint and several liability of the "indemnified parties" and any other person or entity including myself. I agree that this Media Release, and Waiver of Liability and Indemnity Agreement (hereinafter sometimes referred to as agreement) shall be exclusively governed by the laws of the State of Texas and that exclusive venue for any litigation, interpretation, or any matter whatsoever arising from the execution of this agreement shall be in a court of competent jurisdiction in Bexar County, Texas. By affixing my signature hereto, I warrant to the "indemnified parties" that I have read and understand this agreement, the information I have provided herein is true and correct, and I agree to abide by the rules set forth in the Parade packet and this Agreement. It is understood and agreed that this agreement shall at all times be liberally construed and interpreted so as to give the maximum legal effect to its intended purpose of providing the broadest waiver, release and indemnity permitted by law.

***Signatures are required for each participant.**

I have read, understand, and agree to abide by the rules set forth by the City of Helotes Event webpage and this Form.

Participant Name	Signature	Date
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Participant Name	Signature	Date
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Please attach additional pages if needed.

*If the participant is not of legal age, a parent or guardian must also sign and date this form.

I represent that I am the parent or guardian of the participant named below, that I am of legal age, that I have read and fully understand the foregoing Media Release and Waiver of Liability Form and that I do agree to be bound by the term set out above, individually and as the participant's parent or legal guardian and our respective heirs, executors, administrators, and assigns.

Participant	Parent or Legal Guardian	Date
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