

**Jazz a'Round Old Town Helotes
Sponsorship Packet**



**March 23, 2019
Old Town Helotes**

About the Festival

The City of Helotes will host the 2019 Jazz a'Round Old Town Helotes festival on Saturday, March 23, 2019. This music festival occurs annually in the heart of the Old Town Helotes Special District. It includes an evening of prominent jazz artists, food vendors, beverages, and community camaraderie.

The City has taken a proactive approach to ensure that Helotes maintains its identity and expands economic development and tourism activities within the City. Jazz a'Round 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 one-day festival begins at 7 p.m. and concludes at 11 p.m. It takes place at the traffic circle located at Old Bandera and Riggs in Old Town Helotes located near 14391 Riggs Road. Please visit the website for details at www.helotes-tx.gov/events/jazz-around-old-town-helotes1.

2019 Festival Lineup

7 p.m.	Adrian Ruiz Quintet
8 p.m.	Jazz Daddies
9 p.m.	Beto & The Fairlanes
10 p.m.	Jim Cullum Jazz Band

Jazz a'Round Old Town Event Location



2019 SPONSORSHIP PACKAGES

Premiere Sponsor: \$500

Radio: KRTU-FM 91.7

- * Reads from station DJs promoting the Jazz a'Round and sponsors.
- * Key placement, morning and evening rush hour.

Print: Helotes Highlights

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

Web: MySA.com

- * Advertising promoting the event and sponsors.
- * Paid placement on the MySA.com Events Calendar.

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.
- * Premiere banner recognition located on the stage and provided by the City.
- * 10X10 booth space. Sponsor to supply tent, table, banner, and brand ambassadors.

Prestige Sponsor: \$250

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.
- * Junior banner recognition located on the stage and provided by the City.
- * 10X10 booth space. Sponsor to supply tent, table, banner, and brand ambassadors.

Founding 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.
- * 10X10 booth space. Sponsor to supply tent, table, banner, and brand ambassadors.

Important Deadlines

February 4, 2019	Sponsorship commitment deadline for inclusion in the Helotes Highlights.
February 4, 2019	Sponsorship commitment deadline for inclusion in MySA.com advertising.
March 15, 2019	Sponsorship commitment deadline for banner recognition at the event.
March 15, 2019	Sponsorship commitment deadline for booth space at the event.
March 23, 2019	Jazz a'Round Old Town Helotes Jazz Festival takes place in Old Town Helotes.

Questions

For questions or additional information please visit the City of Helotes website at <https://www.helotes-tx.gov/events/jazz-around-old-town-helotes1/> or contact Andrea Wazir.

Andrea Wazir

Public Relations Specialist

P: 210-695-5916

E: awazir@helotes-tx.gov

Jazz a'Round Old Town 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.

_____ Premiere \$500.00

_____ Prestige \$250.00

_____ Founding \$100.00

Please indicate the following financial information for the Jazz a'Round Old Town Jazz Festival:

\$ _____ 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 Date: _____

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, WAIVER OF LIABILITY AND INDEMNITY AGREEMENT

Signatures are required for each participant. If needed, please continue on back.

Organization name: _____

Participant name: _____

Participant's address: _____

Participant's email address: _____

Participant's telephone number: _____

In consideration of the privilege of participating in the Jazz a'Round Old Town Helotes festival (Jazz a'Round), 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 Jazz a'Round and/or Jazz a'Round 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 Jazz a'Round; 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 Jazz a'Round and/or Jazz a'Round 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 Jazz a'Round and/or Jazz a'Round 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 Jazz a'Round and/or Jazz a'Round 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 Jazz a'Round and/or any Jazz a'Round 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 Jazz a'Round, 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 vendor 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.

I have read, understand, and agree to abide by the rules set forth in the Jazz a'Round Old Town Helotes Sponsorship Packet and this Form.

Participant*

Date

*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 above, 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.

Parent or Guardian

Date