

# Sponsorship Opportunity Packages



## Buffalo Springs Lake

Lubbock, Texas, USA

Excitement is building at Buffalo Springs Lake as we gear up for the 2024 Season, promising an array of events that will captivate, entertain, and inspire our community and visitors. This year is set to be extraordinary, especially with Lubbock's largest and longest fireworks display on July 6, under the captivating theme "You've seen the rest, now come see the best." Our record-setting fireworks show last year was just the beginning. This year, we are taking it a step further by extending our finale to make it even longer and more spectacular, ensuring an unforgettable experience for all attendees. Alongside this monumental event, our season will feature community favorites such as the State Championship BBQ Cook-Off, C.A.S.T. for Kids, and the Pee Wee Fishing Tournament.

We offer a range of sponsorship packages designed to provide maximum visibility and engagement for your brand. Benefits include annual corporate passes, prominent advertising at the lake and through our digital platforms, and opportunities for direct engagement at our events. Sponsoring Buffalo Springs Lake not only places your brand in the spotlight during Lubbock's most anticipated community events but also demonstrates your commitment to enriching our community. We invite you to join us in making the 2024 Season a landmark year for Buffalo Springs Lake and an unparalleled opportunity for your brand to connect with a diverse and engaged audience.

Thank you for considering this opportunity to partner with us. We look forward to the possibility of working together to create memorable experiences for our community and meaningful visibility for your company.

***Shayna Scott***

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# Sponsorship Opportunity Packages



**Buffalo Springs Lake**

Lubbock, Texas, USA

## **\$20,000 Corporate Title Sponsor Package (Fireworks)**

*\*Only one Title Sponsor can be named for fireworks.*

1. Fifteen (15) corporate passes (for employees valued at \$2000).
2. Your logo will be prominently displayed on banners at the lake's entrance and exit, as well as atop the hill near the entrance just before going down the hill. Additionally, a 4'x4' sign featuring your logo will be positioned at the main boat dock for maximum visibility.
3. Sponsorship acknowledgement on-line, promotional materials; including logo on the Buffalo Springs Lake website. Pre-event social media coverage. Seasonal social media coverage.
4. Sponsor's company name during announcements at any lake event.
5. Logo on lake produced event posters to be displayed at local businesses.
6. Event display vendor table at all lake events.
7. Recognition during live event coverage (news/radio interviews, Spotify, and Pandora promoting events).
8. Dedicated email blast to Buffalo Springs Lake mailing list.
10. VIP area reserved for viewing fireworks July 6.

# Sponsorship Opportunity Packages



## Buffalo Springs Lake

Lubbock, Texas, USA

### **\$15,000 Sponsor Package**

1. Ten (10) corporate passes (for employees valued at \$2000).
2. Logo will be placed on banners located at Entrance, Exit, top of hill, and Marina year-round.
3. Sponsor's logo on our website with hyperlink.
4. Booth space during the event.
5. Recognition during live event coverage (news/radio interviews promoting events).
6. Event display vendor table at all lake events.
7. Pre-event social media coverage. Seasonal social media coverage.
8. Dedicated email blast to Buffalo's mailing list.
9. 4'x4' Signage at our popular boat ramp by Sandy Point Beach with your company logo.

# Sponsorship Opportunity Packages



## Buffalo Springs Lake

Lubbock, Texas, USA

### **\$10,000 Sponsor Package**

1. Ten (10) corporate passes (for employees valued at \$2000).
2. Logo will be placed on banners located at Entrance, Exit, top of hill, and Marina year-round.
3. Sponsor's logo on our website with hyperlink.
4. Booth space during the event.
5. Recognition during live event coverage (news/radio interviews promoting events).
6. Event display vendor table at all lake events.
7. Pre-event social media coverage. Seasonal social media coverage.

# Sponsorship Opportunity Packages



## Buffalo Springs Lake

Lubbock, Texas, USA

### **\$5,000 Title Sponsor Package**

*\*Most popular package. At this level and above, no one else in your field can purchase a package. Your company automatically has that spot. Example: If you're a realtor, another realtor can't purchase this package.*

1. Five (5) corporate passes (\$1000 value).
2. Sponsor's logo on our website with hyperlink.
3. Advertisement announcements before events.
4. Recognition on live event coverage (news/radio interviews promoting events).
5. Event display vendor table at all lake produced events.
6. Pre-event social media coverage two weeks prior to the events.

# Sponsorship Opportunity Packages



## Buffalo Springs Lake

Lubbock, Texas, USA

### **Sponsorship Package: \$1000**

- Includes:
- 2 yearly business passes (\$400 value).
  - Pre-event social media coverage two weeks prior to events.
  - Sponsor's name announced during the events.
  - Logo for the company will be displayed at the events.

### **Sponsorship Package: \$500**

- Includes:
- 1 yearly business pass (\$200 value).
  - Pre-event social media coverage two weeks prior to events.
  - Sponsor's name announced during events.