



# TxHSA 2021 SPONSORSHIP LEVELS

(Only one naming opportunity per level. First come first served. Other benefits may still apply.)

## ☐ LONESTAR: \$50,000

### PRESENTING SPONSOR: HALL OF FAME AWARD SHOW AT THE PARAMOUNT THEATRE

14 Premium VIP seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
Invitation for 14 to Late Night Pickin' Party at Hotel Ella  
14 Premium Floor Seats at Hall of Fame Show at the Paramount Theatre  
Access to Private After Awards Party  
Invitation for 10 to the Tito's Bloody Mary VIP + Honorees Bloody Mary Brunch at Hotel Ella  
Recognition as the primary sponsor for the 2020 Hall of Fame Show  
Private Meet and Greet with honorees and performers  
Receive a personalized Willie Nelson Award statuette  
Premier acknowledgement during Darrell K. Royal Pickin' Party and Hall of Fame Show  
2 Night Stay at Hotel Ella  
Private Concert at The Saxon Pub with a TxHSA artist  
Guitar autographed by 2020 honorees and performers  
Invitation for 8 to Texas Songwriter U Showcase, November 2020 Austin, TX  
Recognition in program and full page ad

## ☐ ROYAL: \$35,000

### PRESENTING SPONSOR: DARRELL K. ROYAL PICKIN' PARTY AT BOB BULLOCK MUSEUM

12 Premium VIP seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
Invitation for 12 to Late Night Pickin' Party at Hotel Ella  
12 Premium Floor Seats at Hall of Fame Show at the Paramount Theatre  
Access to Private After Awards Party  
Invitation for 8 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
Event Signage at Friday and Saturday Events  
Guitar Autographed by 2020 honorees and performers  
Meet and Greet with all inductees Invitation for 6 to Texas Songwriter U Showcase, November 2020 Austin, TX  
Recognition in program and full page ad

## ☐ TROUBADOUR: \$25,000

### PRESENTING SPONSOR: TITO'S BLOODY MARY BRUNCH FOR VIPs + HONOREES AT HOTEL ELLA

10 Premium seats at Darrell K. Royal Pickin' Party at the Bob Bullock  
Invitation for 10 to Late Night Pickin' Party at Hotel Ella  
Invitation for 6 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
10 Premium Seats at Hall of Fame Show at the Paramount  
Access to Private After Awards Party  
Official Sponsor of the VIP Bloody Mary Brunch at Hotel Ella  
Introduce After Pick Performer  
Signage at Friday and Saturday events  
Meet and Greet with all inductees  
Guitar autographed by 2020 honorees and performers  
Invitation for 4 to Texas Songwriter U Showcase, November 2020 Austin, TX  
1/2 page ad in Sponsor Program

## ☐ HERITAGE: \$15,000

### PRESENTING SPONSOR LATE NIGHT PICKIN' PARTY AT HOTEL ELLA

8 Premium seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
Invitation for 8 to Late Night Pickin' Party at Hotel Ella  
8 Premium Seats at Hall of Fame Show at the Paramount  
Access to Private After Awards Party  
Invitation for 4 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
Signage at Friday and Saturday events  
Guitar autographed by 2020 honorees and performers  
Invitation for 2 to Texas Songwriter U Showcase, November 2020 Austin, TX  
1/2 page ad in Sponsor Program

## ☐ LEGEND: \$10,000

6 Premium seats at Darrell K. Royal Pickin' Party at the Bob Bullock  
Invitation for 6 to Late Night Pickin' Party at Hotel Ella  
6 Premium Seats at Hall of Fame Show at the Paramount  
Access to Private After Awards Party  
Invitation for 2 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
Signage at Friday and Saturday events  
Guitar autographed by 2020 honorees and performers  
Invitation for 2 to Texas Songwriter U Showcase,

November 2020 Austin, TX

1/2 page ad in Sponsor Program

## ☐ ROCK STAR: \$5000

4 seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
Invitation for 4 to Late Night Pickin' Party at Hotel Ella  
Invitation for 2 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
4 Seats at Hall of Fame Show at the Paramount Theatre  
Access to Private After Awards Party  
Invitation for 2 to Texas Songwriter U Showcase, November 2020 Austin, TX  
1/4 page ad in Sponsor Program

## ☐ MERCH \$3500 LEVEL

### MERCHANDISE SPONSOR: HAT OR T-SHIRT

2 seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
Invitation for 2 to Late Night Pickin' Party at Hotel Ella  
Invitation for 2 to the Tito's Bloody Mary Brunch for VIPs + Honorees at Hotel Ella  
2 Floor or Mezzanine Seats at Hall of Fame Show at the Paramount Theatre  
Access to Private After Awards Party  
Invitation for 2 to Texas Songwriter U Showcase, November 2020 Austin, TX  
Name or Logo Printed on Merchandise  
Recognition in Sponsor Program

## ☐ FRIEND: \$2500

2 seats at Darrell K. Royal Pickin' Party at the Bob Bullock  
Invitation for 2 to Late Night Pickin' Party at Hotel Ella  
Seats at Hall of Fame Show at the Paramount Theatre  
Access to Private After Awards Party  
Invitation for 2 to Texas Songwriter U Showcase, November 2020 Austin, TX  
Recognition in Program

## ☐ FAN: \$1500

2 seats at Darrell K. Royal Pickin' Party at the Bob Bullock Museum  
2 Seats at Hall of Fame Show at the Paramount Theatre  
Invitation for 2 to Texas Songwriter U Showcase, November 2020 Austin, TX  
Recognition in Program

NAME OF DONOR

NAME OF CONTACT PERSON

E-MAIL ADDRESS

ADDRESS

CITY

STATE

ZIP

OFFICE PHONE

HOME PHONE

FAX

WILL CALL NAME & ADDRESS (IF DIFFERENT THAN LISTED ABOVE) PLEASE INCLUDE ALL GUEST NAMES

DONORS NAME AS IT SHOULD BE LISTED IN ALL PRINTED MATERIALS

PROGRAM AD SUBMISSION DEADLINE IS JANUARY 15, 2021. WE CANNOT GUARANTEE PROGRAM RECOGNITION FOR CONTRACTS RECEIVED AFTER JANUARY 15, 2021

☐ I DO NOT WISH TO BE LISTED IN PUBLICATIONS

☐ I DECLINE ALL BENEFITS

☐ I AM UNABLE TO ATTEND, BUT WISH TO MAKE A \$ \_\_\_\_\_ CONTRIBUTION

## BILLING & PAYMENT INFORMATION

TOTAL AMOUNT OF CONTRIBUTION \$ \_\_\_\_\_

### PAYMENT OPTIONS

- ☐ Check Enclosed made payable to **Texas Heritage Songwriters' Association**  
☐ Online Payment ([www.texasheritagesongwriters.com](http://www.texasheritagesongwriters.com)).  
☐ Please bill my credit card:

CARDHOLDERS NAME

BILLING ADDRESS

CITY

STATE

ZIP

MC, VISA, AMEX CARD #

EXPIRATION DATE

SECURITY CODE

CARDHOLDER'S SIGNATURE

APPROVAL CODE (OFFICE USE ONLY)

FULL PAYMENT IS DUE BY JANUARY 15, 2021.

TICKETS WILL BE AT VIP/SPONSOR WILL CALL TABLE BOTH SATURDAY & SUNDAY

TXHSA SOLICITOR

TELEPHONE NUMBER

SIGNATURE OF UNDERWRITER

DATE

Please retain the yellow copy of this contract and return the original copy to: **Texas Heritage Songwriters' Association ATTN: Marvin Bendele**  
2121 Lohman's Crossing Road Ste.504 Austin, TX 78734 | Email: [sponsorships@texasheritagesongwriters.com](mailto:sponsorships@texasheritagesongwriters.com) | April Braun 714-501-0909