

# LakeFest Drag Boat Races

## August 13-15, 2010

This event marks the 19th year that the Marble Falls/Lake LBJ Chamber of Commerce transforms Lake Marble Falls into a liquid quarter-mile "racetrack" and the banks of the lake into a wild three-day boat race party. LakeFest takes place in Lakeside and Johnson Parks in Marble Falls, Texas. Expected attendance throughout the event is 8,000- 10,000 people!

On Friday, more than 100 boats go in the water for Test & Tune. Drag boat fans swarm Johnson Park on Friday evening for a chance to get up-close and personal with the drivers and boats at Show & Shine. The highlight of the evening comes at dusk as top-fuelers "fire up," shooting flames out exhaust pipes and splitting every ear-drum in the park.

Gates open bright and early on Saturday at 7 a.m. for qualifying races that last all day. The evening is concluded with a concert in Johnson Park.

Early-birds can arrive Sunday at 7 a.m. to get a great seat for opening ceremonies at 11 a.m. Top-fuel boats thrill crowds with astonishing speeds that can top 260 miles per hour. The day will end with the awards ceremony following the last race.

### Promotional Details:

- 1,500 posters are displayed at businesses in Marble Falls, Austin and surrounding cities
- Approximately 1,300 shirts are sold at the event
- 1,000+ fliers are distributed at races all over the country prior to LakeFest

### 2009 Media Plan included the following advertising partners; a similar plan is expected for 2010.

- Austin American Statesman
- ESPN Radio (Austin)
- Drag Boat Review Newspaper (Texas)
- FoxMail (Highland Lakes)
- Green Sheet (Austin)
- KBAY & KITY Radio (Hill Country)
- KEYE Channel 8 (Austin)
- Newspapers throughout the Highland Lakes
- San Angelo Standard Times
- TV Advertising– Odessa, Midland, San Angelo, Abilene





## 2010 Sponsor Levels

	\$500	\$1,000	\$3,000	\$5,000	\$10,000	\$15,000
Business Name Listed on Sponsor Sign With Other \$500 Level Sponsors	●					
Business Name on LakeFest Shirts		●				
Number of Saturday and Sunday passes	4	8	24	40	80	120
Number of LakeFest Shirts	2	4	12	20	30	40
Announcements Throughout 3-Day Race	●	●	●	●	●	●
Number of Sponsor Signs/ Banners to be Displayed		1	3	5	10	15
Business Logo on Posters		●	●	●	●	●
An Exhibitor Space in Vendor Area		●	●	●	●	●
Business Logo on LakeFest Shirts			●	●	●	●
Number of Top Eliminator Club Tickets			2	4	6	8
Number of Unlimited Vehicle Passes			2	4	6	8
Area Sponsor (see below for area options)			●	●	●	●

### Area Sponsor Options:

Lane Sponsor: Two lanes create the racetrack that is used throughout the 3-day event.

Starting Barge Sponsor: Sponsors receive great visibility before each run.

Top Eliminator Club Sponsors: The most elite area at LakeFest where spectators purchase a premium ticket that includes catered meals, complimentary drinks, spectacular views, air-conditioning & much more!

Individual boat sponsorships are available for less than \$500.

Please contact us for more information.