



LAKEFEST DRAG BOAT RACES

AUGUST 12 -14, 2011

This event marks the 20th 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 Park and Johnson Park 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 and Sunday at 7 a.m. Be sure to get to the park early 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. Sunday 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

2010 Media Plan included the following advertising partners; a similar plan is expected for 2011


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



Marble Falls/Lake LBJ Chamber of Commerce • 916 Second Street • Marble Falls, Texas 78654

Phone (830) 693-2815 • Fax (830) 693-1620 • www.marblefallslakefest.com • amy@marblefalls.org

2011 Sponsor Levels

	\$500	\$1,000	\$2,000	\$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	12	24	40	80	120
Number of LakeFest Shirts	2	4	8	12	20	30	40
Announcements Throughout 3-Day Race	●	●	●	●	●	●	●
Number of Sponsor Signs/Banners to be Displayed		1	2	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			1	2	4	6	8
Number of Unlimited Vehicle Passes			1	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 sponsors are available for less than \$500.
Please contact us for more information.**

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