

CITY OF DENISON

City Hall
300 W. Main Street
Denison, TX 75020

903.465.2720 | Phone

Robert Crawley
Mayor

Michael Courtright
Council Place 1

James Thorne
Council Place 2

Joshua Massey
Council Place 3

Spence Redwine
Council Place 4

Aaron Thomas
Council Place 5

Teresa Adams
Council Place 6

Bobby Atteberry
Interim City Manager



November 25, 2025

Our annual Doc Holliday Festival, taking place on April 25, 2026, is one of our more popular events that takes you back to the late 1800's in the boomtown of Denison, Texas. We want to invite you to consider being a Partner for this event! We had over 12,000 in attendance last year.

We would LOVE to offer free **wagon rides** for people to get around from the Katy Depot to the 700 Block and everywhere in between. To do this, we need to secure a Presenting Sponsor for \$5,000. Our **program** is the one hand-out that everyone attending the festival needs as it has a schedule and map, and is available for \$1,250.

Our **gunfighters** are a very popular attraction, and the sponsorship is only \$2,500 for their shows. It is also \$2,500 to support **main stage entertainment** throughout the day, which has included the Salt Creek Bluegrass Band, The Lindsey Family, Red River Dulcimer Club, Sweet Song String Band, Buttermilk Junction, and more.

The **Frontier Demonstrations** on the 700 Block is available for \$1,500 and has everything from kids' activities to historical demonstrations and entertainment. The **500 Block** will include vendors, performers, and more for \$1,000. The **chalk artist** will create art live during the festival and can be sponsored for \$1,250.

We have a **petting zoo and pony rides** for \$1,500 that is extremely with popular kids. We are bringing back our **parade** this year which will be complete with walkers, wagons, and music for only \$1,250.

Finally, our **various & sundry** for \$500 covers street performers throughout the downtown and has included jugglers, magicians, Celtic music, card tricks, stilt walkers, and more. The Denison Arts Council is supporting artisan activities.

We hope you will consider being our Partner. Decide now, pay now or later. Of course, we will understand if this isn't something you feel is a good match for you. Thank you for your consideration.

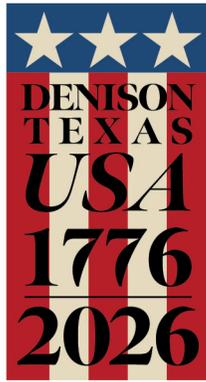
Sincerely,

A handwritten signature in black ink that reads "Donna Dow". The signature is fluid and cursive.

Donna Dow
Main Street Director
903-464-4452

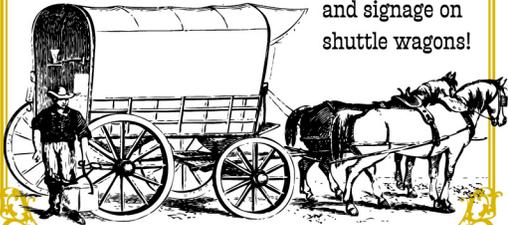
Moving Forward. Kicking Back.

BE OUR PARTNER IN THE DOC HOLLIDAY FESTIVAL 2026



Presenting Sponsor Wagon Rides

\$5000 Sponsors a FREE shuttle throughout downtown. It's one of the most popular festival attractions! Will be listed as "Presenting Sponsor" of free rides on ads, program, schedules, maps, and signage on shuttle wagons!



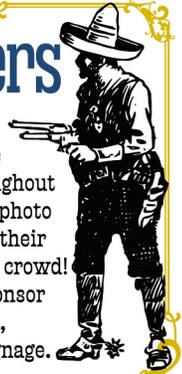
Main Stage Entertainers

\$2500 Sponsors all Live Musical Acts, Performers, and More on the Main Stage! Will be listed as sponsor on program, schedules, maps and on stage signage.



Gunfighters

\$2500 Sponsors Three Live Gunfighter Shows throughout the day and Gunfighter photo opportunities all day at their Jail. A huge hit with the crowd! Will be listed as sponsor of gunfights on program, schedules, maps and signage.



Kid's Activities

\$1500 Sponsors the always popular Children's Petting Zoo and Pony Rides. Listed as sponsor on program, schedules, maps and on entrance signage.



Frontier Village Demonstrations

\$1500 Sponsors Old West Reenactors, Activities, Demonstrators, Entertainment, & Exhibition Space Setup. Will be listed as sponsor on program, schedules, maps, & signage.



Event Program \$1250

Sponsors the free full-color 11" x 17" program with festival information and event schedules. Opportunity for front cover listing and online promotions.



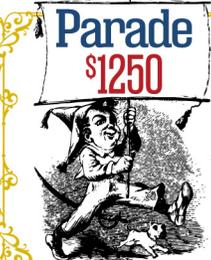
500 Block Activities \$1000

Sponsors Activities, Vendor Area & Entertainment in 500 block of Main. Listed as sponsor on programs, schedules, maps, and signage.



Parade \$1250

Sponsors the return of the Old-Fashioned Parade down Denison's Main Street. A big hit at the festival! Listed as sponsor on the program, schedules, maps and on a banner at the front of the parade.



Chalk Artist \$1250

Sponsors a Chalk Artist doing a live sidewalk drawing on Main Street. Listed as sponsor on program, schedules, maps and signage.



Various & Sundry \$500 (multiple available)

Sponsors roaming Street Performers, Hay Bales, etc. Listed as sponsor on program, schedules, maps, and signage.



First come, first served. Opportunities available while supplies last.

★★★★★★★★★ Email DDow@denisontx.gov ★★★★★★★★★★



Denison Main Street Office
321 W. Main
Denison, TX 75020

Make checks out to "Denison Main Street"
Contact Donna Dow for more information
903-464-4452 or DDow@denisontx.gov

★ Sponsorship Commitment & Payment is due March 1, 2026 ★

Doc Holliday 2026 Sponsorship Form

- A Facebook event has been created by DowntownDenisonTX titled "Doc Holliday: Saints & Sinners Festival," and no events related to our event may be created separately. To better promote the festival, we ask that you share our event. Any violators will be contacted.

- No sales of event T-shirts will be allowed as The City of Denison will reserve rights for official products. Sponsors may provide T-shirts as giveaway items for attendees, but sales are not permitted.

- We have additional needs that we would be interested in trading for appropriate value based on sponsorship packages related to value of donation. Please contact Donna Dow at 903-464-4452 or ddow@denisontx.gov for more information.

Sponsorship Selection

Name: _____ Business: _____

Phone Number: _____ Email: _____

Mailing Address: _____

Sponsorship Package: _____ **Amount:** _____

Payment arrangements (choose one):

- Payment enclosed
- Bill Me, **payment due March 1, 2026**
- Credit Card Payment

Credit Card Number: _____

Name on CC: _____

EXP Date: _____ CVV#: _____ Zip Code issued to card: _____

- Payment can be made by filling out the above credit card information, stopping by the Main Street office to pay in person, paying by card over the phone, or by sending a check in the mail. Mailing and physical addresses highlighted below.

- Note that all card payments have an additional 4% processing fee added to the transaction total.

- A charge of \$35 will be assessed for any returned check.

For more information, contact Donna Dow, Main Street Director at 903-464-4452 or email ddow@denisontx.gov.

Sponsorship Agreement

I, _____ (printed name), am a representative of _____ (name of business), Sponsor, and am authorized to commit this company to the above sponsorship. I am also authorized to give permission to City of Denison and its representatives to use and display this company's name and logo in print, video, and all other types of media as the committee deems appropriate for the promotion of this and future events.

I do hereby agree to and commit this company to the sponsorship described and selected above and all rights, privileges, and responsibilities that accompany such sponsorship.

I do hereby agree to and commit this company to the full payment of the sponsorship donation.

I have read and agree to the above Sponsorship Agreement for the 2026 Doc Holliday Festival.

Signature of Authorized Representative of Sponsor

Date

Mailing Address: City of Denison, c/o Donna Dow, 300 W. Main, Denison, TX 75020.

Physical Address: Visitor Center – 2nd Floor, 321 W. Main, Denison, TX 75020.