

CITY OF DENISON

City Hall  
300 West Main Street  
P.O. Box 347  
Denison, TX 75021

903.465.2720 | Phone

www.cityofdenison.com



January 19, 2024

Our 2024 Doc Holliday Festival on April 27 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 10,000 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 all in between. To do this, we need to secure a Presenting Sponsor for \$5,000.

Our **gunfighters** are the most popular attraction, and the sponsorship is only \$2500 for their shows. It is also \$2500 to support Heritage Park **stage entertainment** throughout the day which has included the Salt Creek Bluegrass Band, The Lindsey Family, Red River Dulcimer Club, Sweet Song String Band, and more.

The **Frontier Demonstrations** on the 700 Block is still available for \$1500 and has everything from kids activities to demonstrations and entertainment. We will be giving cash prizes for our **parade** this year which will be complete with walkers, wagons, and music for only \$1250.

We have a **petting zoo and pony rides** for \$1250 for the kids that is extremely popular. The **500 Block** will include vendors, performers, and chalk art for \$1000. Our **program book** is the one handout that everyone attending the festival needs as it has a schedule and map.

Finally, our **various & sundry** includes street performers throughout the downtown including chalk art, a juggler, a magician, 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".

Donna Dow  
Main Street Director  
903-464-4452

Janet Gott  
Mayor

*Moving Forward. Kicking Back.*

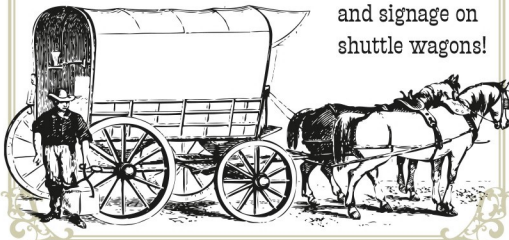
# BE A PARTNER IN THE DOC HOLLIDAY FESTIVAL 2024



## 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 booklets, schedules, maps and signage on shuttle wagons!



## Gunfighters \$2500

Sponsors three gunfights at Heritage Park throughout the day. Gunfighters will be available for photos all day at the Jail.

A huge hit with the crowd!  
☞ Will be listed as sponsor of gunfights on program booklets, schedules, maps and on signage in Heritage Park.



## Stage Entertainers

**\$2500**

Sponsors Musical Acts, Performers, and More!  
☞ Will be listed as sponsor on program booklets, schedules, maps and on Heritage Park Stage signage.



## Frontier Demonstrations

**\$1500** Sponsors Old West Reenactors, Activities, Demonstrators, Entertainment, and Exhibition Space Setup.

☞ Will be listed as sponsor on program booklets, schedules, maps and on signage.



## 500 Block Activities \$1000

Sponsors Activities and Assorted Entertainment in the 500 block of Main Street.

☞ Listed as sponsor on programs, schedules, maps and on signage.



## Event Program \$1000

Sponsors the free full-color 11" x 17" program with festival information and event schedules.

☞ Opportunity for front cover listing and special online promotions.



## Kids Activities - \$1250

Sponsors the popular Children's Petting Zoo and Pony Rides.

☞ Listed as sponsor on program booklets, schedules, maps and on entrance signage.



## Parade \$1250

Sponsors the Old Fashion Parade down Main Street. A big hit at the festival!

☞ Listed as the parade sponsor on program booklets, schedules, maps and on banner at the front of the parade.



## Various & Sundry \$300 (multiple available)

Sponsors roaming Street Performers, Hay Bales, etc.

☞ Listed as sponsor on program booklets, schedules, maps, and signage.



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

Email [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)



Denison Main Street Office  
101 E. Main, Suite 103  
Denison, TX 75021

Make checks out to "Denison Main Street"

Contact Donna Dow for more info

903-464-4452 or [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)

**Sponsorship Commitment & Payment is due March 1, 2024**



## Doc Holliday 2024 Sponsorship Notes

A Facebook event has been created by DowntownDenisonTX: "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@cityofdenison.com](mailto:ddow@cityofdenison.com) for more information.

### Sponsorship Agreement

Name \_\_\_\_\_ Business \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

Type of Sponsorship \_\_\_\_\_ Amount \_\_\_\_\_

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.

Payment arrangements: \_\_\_\_\_ Payment enclosed

\_\_\_\_\_ Bill Me - Due March 1, 2024

\_\_\_\_\_ Credit Card Payment\* (info below)

Credit Card # \_\_\_\_\_ Name on CC \_\_\_\_\_

EXP Date: \_\_\_\_\_ CVV# \_\_\_\_\_ Zip Code issued to card \_\_\_\_\_

For More Information, contact: 903-464-4452 or email [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com).

Return to: Doc Holliday Festival, City of Denison, PO Box 347, Denison, TX 75021 or Fax to 903-464-9811.

\*There will be a 3% Convenience Fee added to any credit card payment.

\_\_\_\_\_  
Signature of Authorized Representative of Sponsor

\_\_\_\_\_  
Date