



September 1, 2020

Councilmember Taline Manassian

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Michelle Fischer, City Administrator

[mfischer@cityofdrippingSprings.com](mailto:mfischer@cityofdrippingSprings.com)

City of Dripping Springs, TX

Dear Councilmember Manassian and Ms. Fischer,

We're excited to announce that we are moving our Hill Country Living FESTIVAL + Rainwater Revival **ONLINE!** The event is scheduled for **Saturday, October 24, 2020**, and our team is busy creating new ways to showcase our partners, vendors, and educators – and expand our audience – for a day of educational and entertaining online programming!

We are creating an interactive online experience complete with live streaming, engaging how-to demonstrations, and a virtual marketplace located within the event website and an actively promoted part of our online event.

With regard to the \$3,500 HOT grant we received from the City of Dripping Springs to promote this event, originally scheduled for April 4, 2020 at DS Ranch Park, we would like honor our partnership with the City of Dripping Springs with the following recommendations of how we can promote your city as a destination with much to offer our Hill Country Alliance and FESTIVAL audiences.

**1. Hill Country Living FESTIVAL Partner.**

- a. City of DS to be spotlighted on the **FESTIVAL event website as Partner**, with link to City website
- b. Spotlight Destination DS in our **virtual marketplace**, that includes:
  - Organization name
  - 1-2 sentences about the org (include keywords)
  - Links to primary website and primary social media
  - Organization logo and/or photo
  - Link to a promotional video that you create (30-90 seconds)
  - Content remains up and promoted from Oct 1 to end of 2020.
- c. **LIVE mentions** during online broadcast of City of DS as stargazing, birdwatching and rainwater harvest mecca for the Texas Hill Country
- d. Feature Dripping Springs Destination & Attractions in **HCA Newsletters**. Three posts between now and end of 2020. Will work with Pam Owen at Destination DS for message/content/attraction. Examples include the Oct Dripping with Taste Trail; Birds, Blooms & Butterflies in Oct; Stargazing in Dripping (Oct is Hill Country Night Sky Month). Note: HCA newsletter reaches 10K inboxes.
- e. HCA and/or Hill Country Living FESTIVAL Facebook posts (Three): Specially written and designed social media content supporting the features above.

## **2. Hill Country Night Sky Month Partner**

- a. City of DS to spotlighted as Partner on the HC Night Sky Month web page, equivalent to the Shooting Star Sponsor, valued at \$500.
- b. Facebook post (2) during October focused on 1) DS as Night Sky City and early adopter, and 2) places to stay and star gaze (link to DDS lodging)

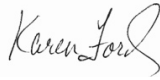
As you know, we are facing unprecedented times. While we would have loved to host an in-person Hill Country Living FESTIVAL + Rainwater Revival in Dripping Springs this year, given our target demographic, our volunteer base, and our vendor preferences, we felt it was absolutely best for the success of the event, and the health of our community, to transition to an online event as early as possible. We feel confident that the promotions opportunities listed above will bring a new, bigger audience to see all the wonderful things that Dripping Springs has to offer our region and our state, and we hope you'll agree.

If you have any questions at all, don't hesitate to reach out!

Sincerely,



Katherine Romans  
Executive Director  
Hill Country Alliance



Karen Ford  
Owner / Event Planner  
WaterPR / Hill Country Living FESTIVAL + Rainwater Revival