



City of Kerrville
701 Main Street
Kerrville, Texas 78028
(830) 257-8000
www.kerrvilletx.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Stuart Cunyus, Public Information Officer
(830) 258-1116
stuart.cunyus@kerrvilletx.gov

"Light the Island" project seeking donations and sponsors

Kerrville, Texas (May 14, 2021) – The local non-profit Kerrville Christmas Lighting Corporation (KCLC) has selected the City of Kerrville Parks and Recreation Department's "Light the Island" project as this year's main fundraiser.

"Our department implemented 'Light the Island' a couple of years ago on Tranquility Island. It consists of red and green LED up lights in the cypress trees along the island to celebrate the Christmas and holiday spirit," said Ashlea Boyle, director of Parks and Recreation. "It enhances the existing Christmas decorations on the island that were initiated years ago by the Women's Chamber."

The initiative was well received and the goal is to further expand the display, consistent with the Kerrville 2050 comprehensive plan. Due to lack of permanent electrical infrastructure on the island, only approximately 25 trees are able to be illuminated currently. In order to expand this project to include more trees and opportunities for decorations, permanent power is needed. Permanent electrical infrastructure is expected to cost around \$200,000.

The funds raised will go directly towards the installation of electrical infrastructure on the island along the Kerrville River Trail. The electrical upgrade will allow the current display to expand along the island from the Tranquility Island bridge to the Francisco Lemos Street bridge, illuminating approximately 100 trees with LED lights. With the community's help, Kerrville can shine bright with beautiful Christmas lights during the holiday season, and other special occasions.

The Economic Improvement Corporation (EIC) committed to jumpstart the project, awarding the KCLC with a \$100,000 quality-of-life matching grant. KCLC is raising the additional \$100,000 still needed to complete the project. Contributions are matched dollar-for-dollar through the grant.

"We are thrilled and grateful that our project was selected by the KCLC, and also for the support of the EIC," Boyle said.

The EIC is the city's 4B sales tax entity that collects a small portion of local sales tax for qualifying projects for economic development, infrastructure, and quality of life projects. Property tax dollars are not utilized for EIC projects.

Every donation grows Christmas in Kerrville – plus, your donation counts double! Become a sponsor or donate any amount of your choosing. Please consider making a tax-deductible donation or sponsorship to light up a tree along the River Trail by June 30, 2021.

Sponsorship levels and benefits are as follows:

Saint Nicholas: \$10,000 level

- Top-tier prominent name recognition on Christmas signage at Tranquility Island

- Free Holiday Lighted Parade float entry
- Free ad in KCLC parade broadcast
- Logo recognition on website
- Social media spotlight (x5)
- Recognition in newsletter, press releases, & other media outlets

Mrs. Claus: \$5,000 level

- Second-tier prominent name recognition on Christmas signage at Tranquility Island
- Free Holiday Lighted Parade float entry
- Free ad in KCLC parade broadcast
- Logo on website
- Social media spotlight (x3)
- Recognition in newsletter, press releases, & other media outlets

Nutcracker: \$2,500 level

- Third-tier prominent name recognition on Christmas signage at Tranquility Island
- Sponsor listing in KCLC parade broadcast
- Logo on website
- Social media spotlight (x2)
- Recognition in newsletter, press releases, & other media outlets

Rudolph: \$1,250 level

- Fourth-tier prominent name recognition on Christmas signage at Tranquility Island
- Sponsor listing in KCLC parade broadcast
- Business name on website
- Social media spotlight (x1)

Elf on a Shelf: \$625 level

- Sponsor listing in KCLC parade broadcast
- Business name on website
- Social media spotlight (x1)

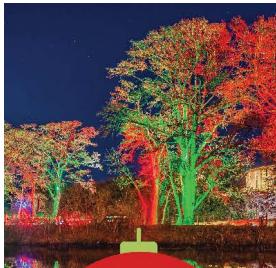
Friend of KCLC: \$100 level

- Business name on event website
- Social media spotlight (x1)

Card payments are accepted online at www.kerrvillechristmaslighting.com. Checks and sponsorship forms can be mailed to P.O. Box 293213, Kerrville, Texas 78029. Checks will need to be made payable to Kerrville Christmas Lighting Corporation. For questions, contact the Kerrville Christmas Lighting Corporation via e-mail at info@kerrvillechristmaslighting.com or (830) 370-1663.

For more information, contact the Parks and Recreation Department at (830) 257-7300, recreation@kerrvilletx.gov, visit the city's website at www.kerrvilletx.gov, or follow us on Facebook at City of Kerrville TX – City Hall or Instagram at [cityofkerrville](#).





LIGHT THE ISLAND sponsorship form



I'd like to sponsor the Spirit of Christmas in Kerrville & underwrite the Light the Island project:



sponsorship deadline of June 30, 2021



Saint Nicholas, \$10,000 level

includes top-tier prominent name recognition on Christmas signage at Tranquility Island, free Christmas parade float entry + podium/parade sponsor acknowledgment at event, ad in KCLC parade broadcast, logo on website, social media spotlight (x5), recognition in newsletter, press releases & other media outlets (**sponsors eight trees!**)

Mrs. Claus, \$5,000 level

includes second-tier prominent name recognition on Christmas signage at Tranquility Island, free Christmas parade float entry + podium/parade sponsor acknowledgment at event, ad in KCLC parade broadcast, logo on website, social media spotlight (x3), recognition in newsletter, press releases & other media outlets (**sponsors four trees!**)

Nutcracker, \$2,500 level

includes third-tier prominent name recognition on Christmas signage at Tranquility Island, sponsor listing in KCLC parade broadcast, logo on website, social media spotlight (x2), recognition in newsletter, press releases & other media outlets (**sponsors two trees!**)

Rudolph, \$1,250 level

includes fourth-tier prominent name recognition on Christmas signage at Tranquility Island, sponsor listing in KCLC parade broadcast, business name on website & social media spotlight (x1) (**sponsors one tree!**)

Elf on a Shelf, \$625 level

includes sponsor listing in KCLC parade broadcast, business name on website & social media spotlight (x1) (**sponsors 1/2 a tree!**)

Friend of KCLC, \$100 level

includes business name on event website & social media spotlight (x1)

I'd like to make a donation instead: \$_____



Business/Donor Name: _____

Address: _____

City/State/Zip: _____ Phone: _____

Email: _____

Card payments available online at **KERRVILLECHRISTMASLIGHTING.COM**

Checks & sponsorship forms can be mailed to **P. O. Box 293213, Kerrville, TX 78029**

(Please make checks payable to Kerrville Christmas Lighting Corporation)

Questions? Contact us at **info@kerrvillechristmaslighting.com** or 830.370.1663.

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