



City of Kerrville
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Light the Island Project seeking sponsors

Kerrville, Texas (Nov. 2, 2018) – A brand new opportunity is coming to the Hill Country this holiday season. The City of Kerrville Parks and Recreation Department plans to decorate the trees of Tranquility Island with Christmas lights in an effort to bring the holiday spirit to Louise Hays Park and The River Trail. This project will be phased over the next several years and the goal is to eventually light the entire island of trees (within reason) from the Tranquility Island bridge to the Lemos Street Bridge.

Seeing as this is a brand new holiday experience, sponsors will be given the opportunity to put their name and brand onto something none have before. Sponsorships will help to purchase lights and structures as we continue to light the island every holiday season. The lights will remain up and lit from Thanksgiving to the beginning of January.

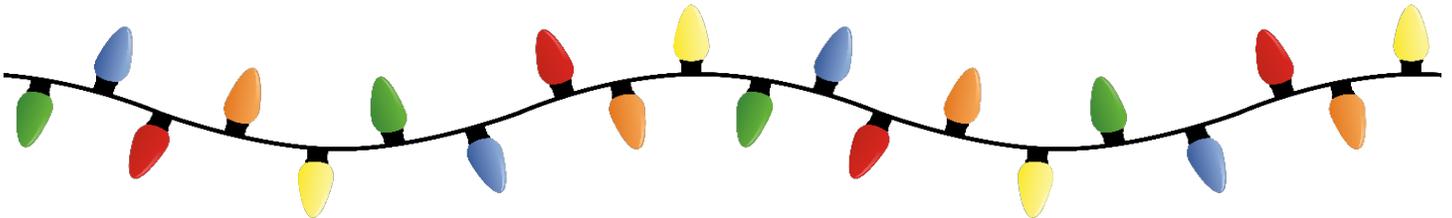
Sponsorship levels include:

- **The Santa Claus (Leading Sponsorship) - \$5,000**
 - 100 feet of the trail dedicated to sponsor with signage
 - Large logo on event website page
 - Included in marketing of the program

- **The Elf (Associate Sponsorship) - \$2,500**
 - 50 feet of the trail dedicated to sponsor with signage
 - Medium logo on event website page
 - Included in marketing of the program
- **The Snow Man (Supporting Sponsorship) - \$1,000**
 - Included on sponsor sign
 - Small logo on event website page

The River Trail is one of the most popular park amenities in the Hill Country – even during the fall and winter. This lighting experience will only bring more people to our beautiful River Trail and to our magnificent city to celebrate the holiday season with us. Your sponsorship will help us achieve this. Thank you for your valuable time and consideration.

For more information, contact the Parks and Recreation Department at (830) 257-7300 or visit the city website at www.kerrvilletx.gov.



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