

11th Annual HAIRY MAN FESTIVAL

Presented by the Brushy Creek Women's Association and the Brushy Creek MUD

October 15, 2005

12 noon - 7 pm

A fun family event to benefit area food banks and other local charities.

The Hairy Man Festival has been an annual event since 1994. It is a family oriented festival that raised over \$30,000 last year in non-perishable food and cash donations. This year's festival will be held on Saturday, October 15, 2005 from 12 noon to 7 pm. In case of rain, the festival will be held the following day, Sunday, October 16th. The festival includes an Arts & Crafts area with numerous artisans participating. Food and game booths are sponsored by local civic groups, school clubs, homeowner associations, and charitable organizations. There are special performances and live music by local groups and organizations on the Festival Stage. Judged by local community leaders, the Hairiest Man Contest closes out the fun filled festival day. Admission to the festival is **two non-perishable food items or \$2 per person**. The Hairy Man Festival will be held at Cat Hollow Park on O'Connor Drive off of HWY 620.

The HEB Hairy Man 5K Run

We are pleased to announce a partnership with HEB for the HEB Hairy Man 5K Run. The run will be held in conjunction with the Annual Hairy Man Festival. Coordinated by the Brushy Creek Elementary PTA, this event will be a fundraiser for their school library. Expected to attract over 400 people, the run will take place the morning of the festival on the Brushy Creek Trail near Hairy Man Road. Watch for further details on this exciting addition to the festival.



The Williamson County Children's Advocacy Center

For children who have been abused, knowing there are sensitive and responsive adults who will help can make all the difference in the world. Children's Advocacy Centers (CACs) in Texas communities provide multidisciplinary teams of professionals to serve that very purpose. These are adults who recognize the hurt of abuse and have dedicated themselves to providing help and protection without causing further suffering. The Williamson County Children's Advocacy Center is a non-profit corporation, created in 1997, dedicated to the protection of our children from abuse.

Brushy Creek Women's Association

The Hairy Man Festival, in its 11th year is just one of the events put on by the Brushy Creek Women's Association. The festival coordinators are all members of the Brushy Creek Women's Association. The BCWA has been bringing together families from across the Brushy Creek Area for over 11 years, providing numerous educational, social and service-oriented activities. By joining the BCWA, women have an opportunity to be part of this vital group, and work with others to give back to our community. For membership information contact us at membership@brushycreekwomen.org.

Presented by the Brushy Creek Women's Association and the Brushy Creek MUD —www.hairymanfestival.org—

11th Annual HAIRY MAN FESTIVAL AND 5K RUN

Quick Facts

- What:** Annual Hairy Man Festival
- When:** Saturday, October 15, 2005 at 12 noon - 7 pm
Raindate Sunday, October 16
- Where:** North Austin/Round Rock at Cat Hollow Park
- Events:** Hairy Man 5K Run
Hairiest Man Contest
plus...
Shop the Arts & Crafts area
Sample various food vendors
Play at our many Game Booths
Enjoy the Live Music all day long!

2004 Festival Statistics:

More than 5,000 participants
Raised over \$30,000
25 groups raised money for their organizations

Attendance: Expecting over 5,000 people from the Williamson County area

HMF Mission: To provide an opportunity for local non-profit organizations and individual volunteers to raise funds that will serve our community.

Get Involved

On Saturday, October 15, 2005, over 5,000 participants will come out to support our community and enjoy the festivities. You are invited to join your community at the festival. Support comes in all shapes and sizes. We encourage you to join us in supporting our community.

Return on Your Investment

There are plenty of ways to get involved in this year's Hairy Man Festival. Last year's festival raised over \$30,000 in food and cash donations to help local children and families in need. Based on the level of sponsorship, there are several benefits of involvement:

- Receive high visibility before the event and on the day of the festival.
- Reach an audience of more than 5,000 in one day
- Extend and reinforce current marketing programs through public relations opportunities
- Target specific audiences—reach men and women who are decision makers and consumers in our community
- Build employee morale and demonstrate company commitment to the community
- Partner with an organization that directly affects and benefits you own community

Benefiting Williamson County

The net proceeds are donated to three local food banks — Hill Country Ministries, Round Rock Serving Center and St. Vincent de Paul — other local non-profit organizations, and the Williamson County Children's Advocacy Center.

Legend of the Hairy Man

By Gwen King, Local Historian

Children whisper tails of a strange hermit, the Hairy Man, who haunts the winding road along the Brushy Creek. Many legends persist about the Hairy Man. Some believe he was an infant accidentally left behind by settlers heading west in the 1800's. Raised by wild animals in the fern bluffs, Hairy Man viewed the creek as his own. He resented the intrusion of strangers into his territory and would jump out of the trees to frighten people away. Or, hanging from the leafy canopy above the road, he would drag his feet across the top of passing carriages. On one occasion, the Hairy Man attacked a horse-drawn wagon, spooking the horses. The old hermit was supposedly run over by the wagon and killed, and now his spirit lingers along the creek and road. On a silent, moonlit night, perhaps you will see his eerie silhouette on the bluffs along the Brushy Creek. The faint, other worldly moan that echoes through the night...is it the sound of the wind as it pushes through the treetops...or the lonely cry of a coyote...or something more sinister?



11th Annual HAIRY MAN FESTIVAL AND 5K RUN

Sponsorship Benefits

Sponsorship Levels	Corporate \$800	Platinum \$600	Gold \$400
Approved Informational Booth Space*	x		
Listing In Press Releases	x		
Identification On Festival Banners Located On 1431, 620 & I-35	x		
Live Commercial From The Festival Stage	x		
VIP Parking Permit	x		
Identification On Newspaper Advertising	logo	name	
Company Banner On Festival Stage**	x	x	
Company Name Announced At Festival	x	x	x
Company Identification On www.hairymanfestival.org	logo and company link	logo	name
Identification On Hairy Man T-Shirts	large logo	small logo	name
Complimentary Festival T-Shirts	15	10	5
Company Identification On Festival Guide (included in 5K Run packets)	logo	name	name
Identification On Flyers Going To Over 50 Area Businesses	large logo	small logo	name
Identification On Festival Posters Going To Area Businesses	large logo	small logo	name
Volunteer Opportunity For Company Employees	x	x	x
*****Additional Benefits Available This Year*****			
Identification on banner at 5K Run location	x		
Identification on 5K Run registration forms	logo	name	
Company Name Announced At 5K Run	x	x	
Use of 5K Run packet for company coupons or promotional material.* **	x	x	

*Must be pre-approved by Festival Committee. **Must be provided by sponsor.

For optimum promotional value, your commitment is needed by September 1, 2005.

More sponsorship opportunities available as 5K Run planning continues.



Volunteers

The Hairy Man Festival is organized entirely by community volunteers. The Brushy Creek Women's Association and Brushy Creek MUD depends on the kindness and dedication of volunteers to make the Hairy Man Festival a success. There are a variety of positions available for individuals and groups.

Contact us at 512-733-1771 or HMF@brushycreekwomen.org for volunteer opportunities.

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Sponsorship Agreement

11th Annual HAIRY MAN FESTIVAL
10/15/05 12 noon - 7 pm

For optimum promotional value, your commitment is needed by September 1, 2005.

(Print name exactly as it should appear in publications.)

Sponsor/Company

Contact

Title

Physical Address

City

Zip

Mailing Address

City

Zip

Phone Number(s)

Email

In-kind Donation Items

How did you hear about the Hairy Man Festival?

If your organization has a newsletter, who may I contact to submit an article on the Hairy Man Festival?

Sponsorship Levels

Corporate \$800
 Platinum \$600
 Gold \$400

Please make check payable to Brushy Creek Women's Association HMF.

Full Payment Enclosed \$ _____
 Partial Payment Enclosed \$ _____

Send to: Brushy Creek Women's Association HMF, Attn: Ricci Nelson, 7030 Evans, Round Rock, TX 78681

This agreement ("Agreement") is entered into this _____ day of _____, 2005 by and between The Brushy Creek Women's Association ("BCWA") and _____ ("Sponsor") to set forth the terms and conditions upon which Sponsor agrees to be a local sponsor of the 2005 Hairy Man Festival. Sponsor shall receive the sponsorship benefits set forth in the Agreement. Sponsor shall pay its sponsorship fee in full on or before October 1, 2005, and failure to do so shall result in a forfeiture of Sponsor's sponsorship rights. BCWA shall not be responsible for damages that result from delays or postponements of the festival due to circumstances beyond their reasonable control. In the event that the festival does not take place due to any cause beyond the reasonable control of the parties, Sponsor's sponsorship fee as set forth above shall be treated as a donation to the BCWA and shall not be reduced or refunded. Sponsor shall make their own copies of this Agreement for company records.

Signature

Date

www.hairymanfestival.org - Festival Contact Ricci Nelson: 512-657-8995 - Fun Run Contact Shelley Kurgan 512-238-9128