



The Heritage Association of San Marcos, Inc.

Founded 1975

"Preserving the Past for the Present and the Future"

Spring, 2020

Dear Sponsor,

San Marcos is proud of its history. As our town continues to grow and change, the need to preserve and promote our cultural heritage is increasingly critical. This year will mark the 45th anniversary of the Heritage Association Home Tour, a landmark event that spotlights the finest examples of stately historic architecture in our community.

Our buildings echo with history and tell many unique stories. These stories resonate with locals and embrace newcomers alike. Not only do we strive to protect our history, but we encourage new generations to find a place in history and become part of the effort to preserve it.

This year's theme, "Stories of San Marcos", combines two attractions San Marcos has to offer—delicious food and rich history. On the 2020 home tour, snack your way through the historic district trying samples of southern hospitality while discovering buildings that speak volumes in legacy. Additional details about the home tour are on the back of this letter.

The attached Pledge Form highlights the Sponsor Levels for the 2020 Home Tour. Without your support, HASM would not be able to preserve and enhance the beauty of San Marcos, one of the most historic communities in Texas. We thank you, from the bottom of our hearts, for your generous contribution.

Warmest regards,

Linda Coker
President

Debbie Austin
President Elect

Linda Jalufka
Home Tour Chair

Brita Northcutt
Past President 2016

45TH ANNUAL HERITAGE ASSOCIATION OF SAN MARCOS HOME TOUR

STORIES OF SAN MARCOS

Distinctive Historic Homes With Stories To Share—*Shh, Listen.*

STORIES OF SAN MARCOS: Combine two attractions San Marcos has to offer—delicious food and rich history. On this home tour, snack your way through the historic district trying samples of southern hospitality while discovering buildings that echo with history.

WHAT YOU CAN EXPECT:

- *hear fascinating stories about San Marcos history from your brochure
- *take a break at a lemonade stand in a shaded historic garden
- *listen to docents tell the unique histories of classical homes on the tour
- *experience the quaint town that perpetuates tradition

WHAT'S INCLUDED:

- *a local English speaking docent at all sites
- *admission to all historic homes on the tour
- *fresh kolaches - one per person, please, at the registration table
- *lemonade and cookies at truly southern lemonade stand in a shaded historic garden
- *a silent auction (do not need to be present to win)
- *a treasure hunt for all ages
- *one complimentary beer (or non-alcoholic beverage of your choice) at Zelick's or North Street, two beautiful examples of historic preservation restored for commercial use
- *a glass of wine at Germer's Insurance in a stunning, updated 1922 home
- *boutique set up for souvenir shopping

WHERE TO BUY TICKETS: www.Eventibrite.com or www.HeritageSanMarcos.org, \$25 per ticket

DATES: Home Tours on Saturday, May 2, 11am - 5 pm and Sunday, May 3, 11am-5pm - 2020

PREVIEW PARTY: A Friday Evening PREVIEW PARTY, May 1, from 5-10pm will be held in an architectural masterpiece in the historic district of San Marcos. Tickets are \$50 per person and include admission to the Preview Party as well as the home tour on Saturday and Sunday. The Preview Party will provide eclectic cuisine, hors d'oeuvres, open bar, music, a private silent auction, party bag souvenir, and the experience of old southern charm surrounded by heritage. Tickets are available online at www.Eventibrite.com or www.HeritageSanMarcos.org

PLEDGE FORM

45TH ANNUAL HERITAGE ASSOCIATION OF SAN MARCOS HOME TOUR

WHEN

Home Tour: Saturday, May 2 and Sunday, May 3, from 11am—5pm
Preview Party: Friday Evening May 1, 2020 from 5pm—10 pm

WHAT

Buildings echo with history and tell unique stories.
Preserve these stories and buildings to inspire future generations.

HOW

Our sponsors make preservation happen.
Your generous support allows us to continue our work as critical partners with San Marcos through growth, change and historic preservation.

HOME TOUR SPONSOR LEVELS

Business Leadership Vision—\$5,000

Recognition: company sponsor name on marketing materials, advertising, brochure, signage, social media, complimentary tickets to Preview Party and home tour, full page ad in 2021 HASM yearbook.

Preservation Patrons—\$2,500

Recognition: sponsor name on signage, brochure, complimentary tickets to Preview Party and home tour, full page ad in 2021 HASM yearbook.

Patrons—\$1,000

Recognition: sponsor name in brochure, complimentary tickets to Preview Party and home tour, half-page ad in 2021 HASM Yearbook.

Spirit of San Marcos—\$500

Recognition: sponsor name in brochure, tickets to Preview Party and home tour, and name listed on Spirit of San Marcos page in 2021 yearbook.

Story Telling Supporters—\$250

Recognition: sponsor name in brochure, complimentary tickets to Preview Party and home tour.

PLEDGE FORM

Name/Company _____ Category Preference _____

Address _____

Phone Numbers _____

Email _____

Contact for logo for use on signs & brochure (name, phone, email) _____

Please include check or credit card information with your pledge form and return to: Michelle Breihan, Treasurer,
HASM, P.O. Box 1806, San Marcos, TX 78666

Questions?: Call Debbie Austin, 512-667-7159 or email her at Debbie@debbieaustin.com