



# *The Heritage Association of San Marcos, Inc.*

*Founded 1975*

January 31, 2024

## ***Officers***

Debbie Austin  
*President*

Russell Clark  
*President-Elect*

Michele Breihan  
*Treasurer*

Jan Little  
*Secretary*

## ***Directors***

Ellie Stewart  
*Historian/Archivist*

Sherry Baebler  
*Heritage Guild Chair*

Jeff Kester  
*Riverwalk Park Chair*

Cathy Dillon  
*Membership Chair*

Bronwyn Sergi  
*Home Tour Chair*

Renee Graham  
*Communications Chair*

Wayne Kraemer  
*Structure, Function, and  
Bylaws Chair*

Linda Coker  
*Immediate  
Past President*

Wayne Kraemer

Brian Olson

Amy Meeks

Marianne Moore  
*Directors at Large*

## ***Lifetime Directors***

Kent Cox

Dear Friends of Heritage,

The year 2023 was a productive year that elevated the Heritage Association of San Marcos to another level. We explored headquarter location opportunities, hosted a second annual Easter Egg Hunt, celebrated the 46th Annual Historic Spring Tour, “Town & Gown” on the Texas State University campus, initiated a renewed look at a bandstand project as part of the new landscape plan on the courthouse grounds, generated revenue through our Treasure sales, and worked diligently with the city to make repairs to the Charles S. Cock House Museum. The extensive scope of work continues.

We continue our vigilant fundraising efforts; however, securing adequate, stable funding streams is challenging for most nonprofits. HASM is a small, community-based entity with meager resources. We have modest budgets, use only volunteer labor and operate locally. Our fundraising goals in 2024 include the ongoing restoration of the Charles S. Cock House Museum, so we are reaching out to public and private sectors.

The attached Pledge Form and Sponsor Packet highlight the Sponsor Levels for annual donations. Depending on the level you select, patrons could receive tickets to all 2024 events with name recognition at all events throughout the year. Without your support, HASM could not create projects that enrich our community and continue the traditions that San Marcos so dearly treasures.

Warmest regards,

Renee Graham  
President

Cathy Dillon  
Co-Chair Tour of Homes Chair

Brian Olson  
Director at Large

Enclosures

# Deadline to respond with Pledge Form is March 1, 2024

Payments: Make check payable to HASM or provide credit card information to Michele Breihan, Treasurer, by phone 512.396.3300 or by mail to P.O. Box 1806, San Marcos, TX 78667

## PLEDGE FORM

Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_ Sponsor Amount: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Contact for .jpg logo use on print materials (name, phone, email): \_\_\_\_\_

Credit Card Name: \_\_\_\_\_ Type:  VISA  MASTERCARD  AMEX

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV: \_\_\_\_\_

Address if different from above: \_\_\_\_\_

**TICKETS** FOR SPONSORS: (\$500 - \$2,500 choose **TWO** events) & (\$250- choose **ONE** event) - Higher level sponsors get tickets to all 3 events.

- MARDI GRAS MARTINI'S (February 8<sup>th</sup>)
- 47<sup>TH</sup> ANNUAL HISTORIC TOUR OF HOMES (May 4<sup>th</sup> & 5<sup>th</sup>)
- 4<sup>TH</sup> ANNUAL CEMETRY TOUR (OCTOBER 19<sup>th</sup>)

## ANNUAL SPONSOR LEVELS

### PREMIER DONOR- \$10,000

*\*EXCLUSIVE to this level*

- **HEADLINE LOGO** on Sponsor & Event Banners for each event & **HASM website**, San Marcos Daily Record Ads (14), Community Impact Advertisement for the Home Tour as well as ALL social media & newspaper Ads.
- **LOGO on COVER** of **HASM Directory & Home Tour Brochure**
- **LOGO** on posters, flyers, rack cards & quarterly newsletter
- **EXCLUSIVE LOGO** on **Cottage Kitchen Lunches** save the date cards, tickets, silent auction bid sheets & outside of quarterly newsletter.
- **EXCLUSIVE NAME ON A BRICK** AT VERAMENDI PLAZA
- **Six tickets** to **ALL events** LISTED ABOVE

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### PRESERVATIONIST - \$7,500

- **LARGE LOGO** on Sponsor & Event Banners for each event & **HASM website**, San Marcos Daily Record Ads (14), Community Impact Advertisement for the Home Tour as well as ALL social media & newspaper Ads.
- **HASM Directory** **FULL SIZE AD back cover**
- **LOGO** on posters, flyers, rack cards & quarterly newsletter
- **LOGO INSIDE FIRST PAGE** of Home Tour brochure
- **Four tickets** to **ALL events** LISTED ABOVE

## TRADITIONALIST - \$5,000

- **MEDIUM LOGO** on Sponsor & Event Banners for each event
- **MEDIUM LOGO** on website, San Marcos Daily Record Ads (14), Community Impact Advertisement for the Home Tour as well as ALL social media & newspaper Ads.
- HASM Directory **FULL SIZE AD inside front cover**
- LOGO on posters, flyers, rack cards & quarterly newsletter
- LOGO INSIDE of Home Tour brochure
- **Four tickets** to **ALL** events LISTED ABOVE

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## HISTORIAN - \$2,500

- **LOGO on SIGN for each event**
- **LOGO on website**, San Marcos Daily Record Ads (14) & Community Impact Advertisement for the Home Tour as **well as ALL social media & newspaper** Ads.
- HASM Directory **FULL SIZE AD**
- **LOGO on** posters, flyers, rack cards & quarterly newsletter
- **LOGO INSIDE** of Home Tour brochure
- **Two tickets** to **ALL events** LISTED ABOVE

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## ARCHIVIST- \$1,000

- **NAME on Sign for Easter Egg Hunt & Home Tour**
- **NAME** on San Marcos Daily Record Ads for the Historic Home Tour (14), Community Impact Advertisement for the Home Tour & **Social Media Recognition.**
- HASM Directory Recognition
- NAME inside of Home Tour Brochure
- **Two tickets** to **TWO** events LISTED ABOVE

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## RESTORER - \$500

- HASM Directory Recognition
- **NAME inside of Home Tour Brochure**
- **Two tickets** to **TWO** events LISTED ABOVE

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## PATRON - \$250

- Name inside of Home Tour Brochure
- **Two tickets** to **ONE** event LISTED ABOVE

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## IN-KIND - VARIES

- This PRO BONO level varies according to the estimated value of the in-kind service or item being contributed.

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Service or item being donated

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Estimated value in dollars

# 2024 EVENTS

Hosted by the Heritage Association of San Marcos

## SAVE THE DATE

EVENT	DETAILS	LOCATION	DATE	NOTES
Mardi Gras Martinis	Happy Hour with Silent Auction	Hays Cty Court House 111 E. San Antonio St	Thurs., Feb 8, 5-7 pm	Tickets will be on sale at <a href="http://www.HeritageSanMarcos.org">www.HeritageSanMarcos.org</a>
1 <sup>st</sup> Annual Veramendi Garden Day	Association members beautify park	Veramendi Plaza Park corner of Hopkins & CM Allen Pkwy	Sat, March 2, 10am	Provide beautification of park through maintenance & plantings
3 <sup>rd</sup> Annual Easter Egg Hunt	Family fun, hunt, activities, raffle for prizes	Veramendi Plaza Park corner of Hopkins St & CM Allen Pkwy	Sat., March 23, 11am-1pm	Free, open to the public, arrive early, hunt begins promptly at 11:30 for ages 2-12
Cottage Kitchen Luncheons are back!	1 <sup>st</sup> Wednesday: Apr, May, Sept, Oct only	Charles S. Cock House Museum 400 E. Hopkins St	Apr 3, May 1, Sept 4, Oct 2 11am-1pm	\$10 per person at door, hosted by community organizations
Historic Home Tour Kick Off	A Kick Off Party for Tour Sponsors	Palmer's Restaurant 218 Moore St	Tues., April 30, 5-8 pm	Includes one Cocktail (open bar), Appetizers and Dinner
47 <sup>th</sup> Annual Historic Tour of Homes	Stately historic homes & gardens	Belvin & Burleson Historic Districts in San Marcos	Tour dates: May 4 & 5 10am-5pm	Tickets will be on sale at <a href="http://www.HeritageSanMarcos.org">www.HeritageSanMarcos.org</a>
History Happy Hour & Invited Speaker	Members & Guests enjoy speaker & happy hour	TBA	May 16, Aug 15, Nov 21 5:30-7:00pm	Free happy hour for members & their guests, appetizers, guest historian will speak
Summer in the Park	Hot Dog Night Fundraiser	San Marcos Plaza Park 206 C M Allen Pkwy	Thurs., Aug 1 7:00-9:30pm	Free, open to the public Summer Music every Thursday 7:30-9:30 pm
4 <sup>th</sup> Annual Treasure Sale	Upscale donations at incredible prices	Charles S. Cock House Museum	Sat., Sept. 14, 10am-3pm	A Preview Party by Invitation TBA
4 <sup>th</sup> Historic Cemetery Tour	Hosted by Friends of Cemetery, actors perform at graves	San Marcos City Cemetery - 1001 Ranch Road 12	Sat., Oct 19, 10am – 1pm	Tickets will be on sale at <a href="http://www.HeritageSanMarcos.org">www.HeritageSanMarcos.org</a>
Veramendi Plaza Award of Honor	Hosted by the Riverwalk Park Committee	Award presented at the Annual HASM Dinner and Meeting	October, 2024 TBA	Recognize deceased HASM member who made distinguished contributions to the community
Arbor Day	Hosted by the Riverwalk Park Committee	Veramendi Plaza Park, corner of Hopkins St and CM Allen Pkwy	Fri., Nov. 1, 5pm	Honor deceased San Marcos individuals who made distinguished contributions in the community

Heritage Association of San Marcos is a non-profit organization chartered in 1975 to endorse preservation efforts. Proceeds from this fundraiser benefit the restoration of the Charles S. Cock House Museum.