



The Heritage Association of San Marcos, Inc.

Founded 1975

"Preserving the Past for the Present and the Future"

Officers

Renee Graham
President

Jean Baggett
President-Elect

Michele Breihan
Treasurer

Jan Little
Secretary

Directors

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Lea Rice
Heritage Guild Chair

TBA
Riverwalk Park Chair

Cathy Dillon
Membership Chair

Shannon James
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*Structure, Function, and
Bylaws Chair*

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*Immediate
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Marianne Moore
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Marian Stasney
Melesa Yager
Directors at Large

Lifetime Director
Kent Cox

November, 2024

Investment in your community is one of the hallmarks of robust and respected businesses. The Heritage Association of San Marcos is asking you to partner with us in investing in the cultural and historic awareness of San Marcos by pledging support for the Annual Historic Home Tour and critical restoration projects.

This past year was a productive year for the Heritage Association. A major restoration was completed on the Charles S. Cock House Museum. Our first Mardi Gras celebration was a monumental success. Our Annual Home Tour, Easter Egg Hunt, History Lectures, and revived Cottage Kitchen Lunches made for a memorable year. We also initiated a "Talking Houses" walking tour of historic San Marcos.

While we celebrate our 50th anniversary as an organization, we still depend on the help of civic minded businesses to assist in our preservation efforts. HASM is a small, community-based entity with meager resources. We have modest budgets, use only volunteer labor and operate locally.

The attached Pledge Form and Sponsor Packet highlight the Sponsor Levels for annual donations. Depending on the level you select, patrons could receive tickets for all 2025 events and name recognition as a donor throughout the year. Without your support, the Heritage Association could not create projects that enrich our community and continue the traditions that San Marcos so dearly treasures.

Warmest regards,

Renee

Renee Graham
President

Michele

Michele Breihan
Treasurer

Enclosures

PLEDGE FORM

Deadline to respond with Pledge Form is December 31, 2024

Make check payable to HASM & mail to Michele Breihan, Treasurer at PO Box 1806, San Marcos 78667.

Provide credit card information to Michele by phone: 512-396-3300.

QUESTIONS: Contact Renee Graham, President at 214-641-5841, rrg51@sbcglobal.net

Contact Name: _____ Company Name: _____

Sponsor Level: _____ Sponsor Amount: _____

Address: _____

Phone number: _____ Email: _____

Contact for .jpg logo use on print material (name, home email): _____

Credit Card Name: _____ Expiration: _____ CVV: _____

Billing address if different from above: _____

ANNUAL SPONSOR LEVELS

PREMIER SPONSOR - \$10,000

All Platinum Sponsor Benefits PLUS:

- Headline logo on banners and website
- Headline logo on social media and ads
- Full size ad on back cover or inside front cover of HASM 2025 directory, your preference
- Name on brick at Veramendi Plaza Park walkway
- Exclusive logo on 3,000 paper fans, a 50th Anniversary commemorative, handed out at all 2025 events
- Full-year HASM membership with business name & contact info in 2025 directory

PLATINUM SPONSOR - \$5,000

All Gold Sponsor benefits PLUS:

- Logo on ads and posters
- Recognition on digital sponsor screen shown during all events
- 2 additional tickets to Mardi Gras and Home Tour
- Full-year HASM membership with personal name & contact info in 2025 directory

GOLD SPONSOR - \$2,500

All Silver Sponsor benefits PLUS:

- Logo on event banners
- Logo on website
- Logo in bi-monthly newsletter
- 1 additional complimentary ticket to Home Tour

SILVER SPONSOR - \$1,000

All Bronze Sponsor benefits PLUS:

- Logo on Social media
- 1 additional complimentary ticket to Mardi Gras event

BRONZE SPONSOR - \$500

All Friend Sponsor benefits PLUS:

- Recognition in HASM 2025 directory on sponsor page
- 1 complimentary ticket to Mardi Gras event

FRIEND SPONSOR - \$250

- Recognition in home tour brochure on sponsor page
- 1 complimentary ticket to home tour
- Receive Bi-monthly newsletter

IN – KIND

Service or Item(s) being donated: _____

Value in dollars limited to \$2,000: _____

SAVE THE DATES

- Mardi Gras & Big Easy Silent Auction: Thursday, February 27, 5-7pm, LBJ Museum.
- Cottage Kitchen Lunches 2025: February 6, March 6, April 3, May 1, September 4, October 2, November 6, 11am-1pm, Charles S. Cock House Museum.
- 48th Annual Home Tour Kick Off Party: Monday, April 28, 5-8pm, Palmer's Restaurant.
- 48th Annual Home Tour: Saturday, May 3, 10am – 4pm, Belvin Historic District.

HERITAGE ASSOCIATION OF SAN MARCOS

50th ANNIVERSARY

1975 – 2025

Preserving the past for the present and the future.

MISSION

- (a) To assist in the preservation of buildings, markers, historical sites, works of art, papers, pictures, records and other writings of historical, traditional or cultural value.
- (b) To perpetuate those customs of the people, their traditions and folklore which beautify and enrich the community life of this city.
- (c) To discover and work towards the development of the areas of natural beauty and charm, as well as those locations of special natural historical interest within the city of San Marcos and its environs.
- (d) To promote interest, encourage study, stimulate research and act in an advisory capacity to interested groups regarding the matters enumerated in this article fourth.
- (e) To cooperate with other persons, groups, organizations and agencies in effectuating the objectives set out in our articles of incorporation.

ACCOMPLISHMENTS

- As primary stewards of the Charles S. Cock House, we have restored, preserved and maintained this iconic building for over 50 years.
- Veramendi Plaza Park, a stunning tree covered gem on the river, exists because the HASM Riverwalk Committee has planted trees annually since 1972. Bronze plaques at their base honor distinguished individuals in the community.
- The fountain was rebuilt at a cost of \$10,000 in observance of the Texas Sesquicentennial in 1986.
- Long-delayed lights for greater security were installed along the river in 1993.
- The fountain was named for Dr. Gwen K. Smith in 2006 and through a generous gift from her estate in 2011, the fountain was rebuilt a second time with improvements including new plumbing and an electrical system that recycles the water.
- The gazebo was restored in 2012 for \$30,000 with donated funds and an additional pledge of \$5,000.
- The Merriman Cabin, built in 1846, had walls restored at a cost of \$7,000 in 2020.
- The Charles S. Cock House, built in 1867, was completely restored in 2024 at a cost of \$18,000.

VISION

As we embark on our 50th Anniversary in 2025, HASM wants to ensure that the rich diversity of San Marcos is protected and celebrated through our commitment to:

- Collaborate with local partners to deliver preservation education and advocate for preservation of historic architecture, sites, and artifacts.
- Promote customs and traditions to beautify and enrich the community life of our city.
- Support these efforts by growing revenue through membership, events and fundraising events.
- Achieve a strong, stable financial future through entrepreneurship, creativity, innovation and balanced public and private support.

2025 EVENTS

Celebrating the 50th Anniversary of Heritage Association of San Marcos

SAVE THE DATE

EVENT	DETAILS	LOCATION	DATE	NOTES
Mardi Gras Martinis	Happy Hour & Big Easy Silent Auction	LBJ Museum 131 N. Guadalupe St.	Thurs, Feb 27, 5-7pm	\$25 Tickets sold at door or \$20 www.HeritageSanMarcos.org in advance
Annual Veramendi Garden Day	Riverwalk Committee & CoSM beautify park	Veramendi Plaza Park corner of Hopkins & CM Allen Pkwy	Sat, March 1, 10am	Preservation with maintenance & plantings. Bring a shovel!
Cottage Kitchen Luncheons 1 st Thursdays	Feb, Mar, Apr, May, Sept, Oct, Nov	Charles S. Cock House Museum 400 E. Hopkins St	2/6, 3/6, 4/3, 5/1, 9/4, 10/2, 11/6. 11a-1p	\$10 per person at door, hosted by community organizations. Menus vary.
48 th Annual Home Tour Kick Off Party	Kick Off Party for Sponsors Celebrate 48 th Home Tour	Palmer's Restaurant 218 Moore St	Mon, April 28, 5-8 pm	By invitation, includes one Cocktail (open bar), Appetizers and Dinner. Kick it UP!!
48 th Annual Historic Tour of Homes	Stately homes & gardens. Pedicabs available on tour.	Belvin Historic District -Preservation at its best!	Sat, May 3 10am-4pm	\$30 Tickets sold at door or \$25 www.HeritageSanMarcos.org in advance
HASM Celebrates 50 th Anniversary at Cock House during home tour	50 Years on display, plus bake sale & refreshments in the Cock House	Cock House (c. 1867) & Merriman Cabin (c. 1846) in Veramendi Park, 400 E. Hopkins	Sat, May 3 10am-4pm	Enjoy old fashion bake sale in Cock House & visit nostalgic log Merriman Cabin in tree shaded park on the river.
Quarterly 3 rd Thursday History Happy Hour	Members connect & relax in leisurely venues	TBA-Cathy Dillon will email details to members before event	May 15, Aug 21, Nov 20. 5-7pm	Enjoy wine, appetizers & guest speaker. Exclusively for members & their guests.
5 th Annual Treasure Sale	Upscale donations at incredible prices	Charles S. Cock House 400 E. Hopkins Street	Sat, Sept 20 9am-3pm	Donations accepted Sun, Sept 7 thru Wed, Sept 17, 2025
50 th Anniversary HASM Annual Awards Dinner, Officers Elected, Business Meeting	Memorable black tie event not to be missed celebrating HASM 50 th Anniversary.	Palmer's Restaurant, 218 Moore Street <i>Black tie optional.</i>	Monday, October 20, 5:30-8:30pm	Tickets: \$50 per person www.HeritageSanMarcos.org Or at door evening of dinner.
Arbor Day & Awards	Hosted by the HASM Riverwalk Park Committee	Veramendi Plaza Park, corner of Hopkins St and CM Allen Pkwy	Fri., Nov. 7, 5pm	Honor deceased San Marcos individual who made distinguished contributions in the community

Heritage Association of San Marcos is a non-profit organization chartered in 1975 to support preservation efforts and to perpetuate traditions that beautify and enrich the community life of San Marcos.