

A
TRL
PRODUCTIONS
PROGRAM

2024 - 2025

**BEXARFEST
SPONSORSHIP GUIDE**



THANK YOU!

**When you give to the BexarFest program,
you give exponentially!**



BexarFest serves both local schools AND nonprofits. Each year, we pair high school media teams with very deserving local nonprofits. For six months, school teams work with their paired nonprofit to create much needed media assets free of charge. Read on to learn more about our program and our big annual showcase night to celebrate our community!



For questions or help,
contact our team:

admin@bexarfest.org



THIS YEAR'S TEAMS

2024 - 2025

HIGH SCHOOLS

Advanced Learning Academy
Alamo Heights High School
Brackenridge High School
Burbank High School
CAST Med High School
CAST Tech High School
Communication Arts High School (Team De La Rosa)
Communication Arts High School (Team Sabogal)
Communication Arts High School (Team Villareal)
Design and Technology Academy (DATA)
East Central High School
Harlandale High School
Highlands High School
IDEA Monterrey Park College Prep
Jefferson High School
Judson Early College Academy (JECA)
LEE High School
Lytle High School
Madison High School
McCollum High School
Northeast School of the Arts (NESA)
Reagan High School
Somerset High School
South San Antonio High School
Southwest Legacy High School (Team Chavarria)
Southwest Legacy High School (Team Vega)
Southwest Preparatory School - Northeast
Southwest Preparatory School - Northwest
St. Mary's Hall
Stevens High School
Veterans Memorial High School

NONPROFITS

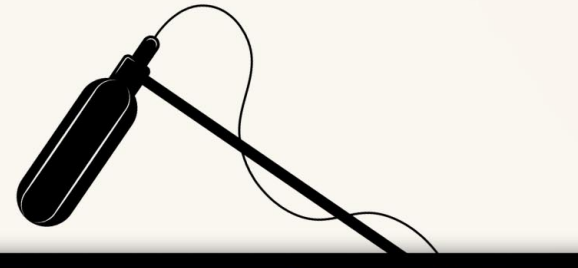
Girls on the Run Bexar County
Briscoe Western Art Museum
San Antonio Feral Cat Coalition
The Children's Heart Foundation
The Kingdom Healthcare System
Contemporary at Blue Star
Kendall County Women's Shelter
God's Dogs Rescue
Gardopia Gardens
First Tee - Greater San Antonio
Agarita
San Antonio Dance
The Pink Berets
FACT Institute, Inc.
Gabiella's Smile Foundation
Brighton Center
MOVE Texas Civic Fund
A Doggie 4 U
Boysville
Alamo City Pit Bull Rescue
SJRC Texas | Belong
Network for Young Artists
Ransomed Life
The Leaders Readers Network
RootEd
Dellview Music Foundation
Open T.R.A.I.L. Ranch
San Antonio Education Partnership
Meals on Wheels San Antonio
Alamo Area Teen Suicide Prevention Coalition
Girl with Grit





Education in Action

MEDIA COVERAGE
SPONSORED BY:



31 HIGH SCHOOLS

San Antonio area high school teams have been serving their paired nonprofit throughout the fall, and are busy putting together their final projects for submission to BexarFest. They've been building their skills, learning as a team how to tell their nonprofit's story.

31 NONPROFITS

San Antonio area nonprofits have been working with their high school team to show them behind the scenes into the operations of their organization. They've shared their challenges, marketing aspects and missions with their schools to help create a meaningful set of assets that can be used for years to come.

@BexarFest

Follow what our teams have been up to and join us as we prepare for this spring's lineup of BexarFest events!



WHAT IS BEXARFEST?

Founded in 2017 by the nonprofit TRL Productions, BexarFest is a one-of-a-kind program that takes place each year, over the course of six months, pairing high school media production students with local nonprofit organizations to create outreach materials for the nonprofit to use in its marketing campaigns. We work with schools and nonprofits from Bexar County and within every district of San Antonio as well as Atascosa, Bandera, Cameron, Comal, Guadalupe, Karnes, Kendall, Kerr, Medina, Travis and Wilson counties.

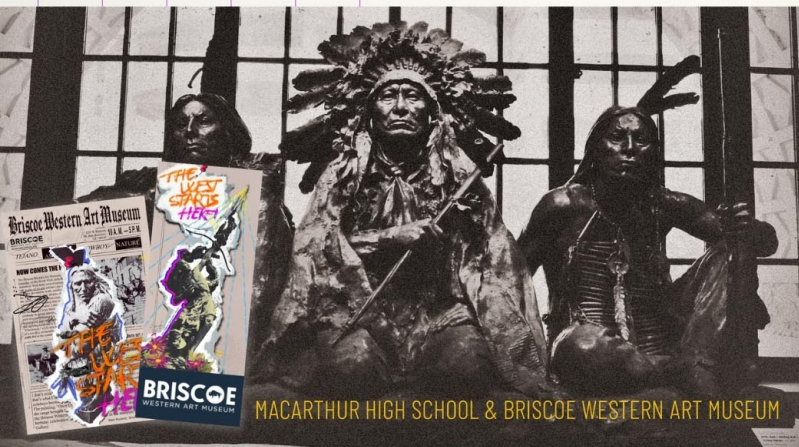
The first stage of BexarFest is the production of the multimedia materials. Student teams work with the nonprofit they are paired with and create video promos, photography campaigns and graphic design work to promote the nonprofit. During production, students get an in-depth look at how nonprofit organizations operate. Working as a team, students practice communications, resource allocation, project management, time management and other workplace skills. At the same time, nonprofits participating in BexarFest give students the opportunity to experience community service while receiving free tools to use in their outreach campaigns.

The second stage of BexarFest is the showcase and awards night. Student production teams produce the multimedia assets and once the nonprofit has approved the final products, the teams submit their productions to our panel of industry professionals where they are scored. Submissions are then screened at Santikos Palladium for one night only at BexarFest Screening Night. And approximately one week later schools are recognized for achievements in various multimedia categories. Awards are presented to teams at our premiere event in the spring at the Tobin Center for Performing Arts.

The final stage of our event is the long lasting community impact these media assets will have long after they are created. In this way, BexarFest is able to reach thousands across Texas.



EXAMPLE PAST STUDENT WORK FOR LOCAL NONPROFITS



MACARTHUR HIGH SCHOOL & BRISCOE WESTERN ART MUSEUM

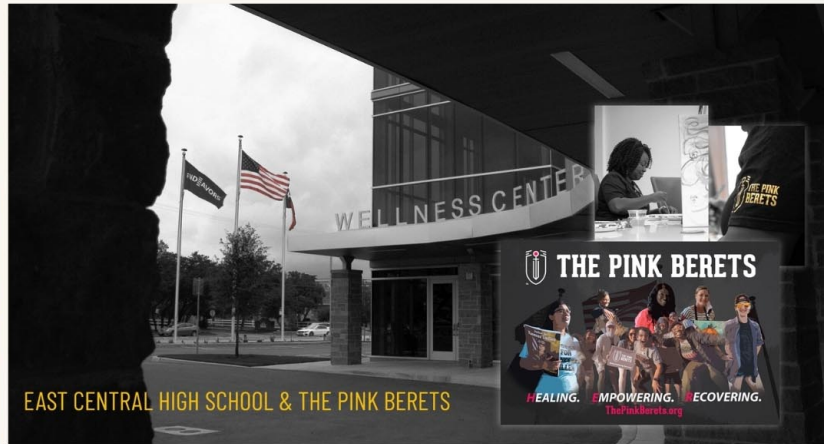


REAGAN HIGH SCHOOL & RISE RECOVERY



Footbridge Foundation

MADISON HIGH SCHOOL & FOOTBRIDGE FOUNDATION



THE PINK BERETS

EAST CENTRAL HIGH SCHOOL & THE PINK BERETS



first tee greater san antonio

BUILDING GAME CHANGERS

TEACHING VALUES, LEADERSHIP, AND INTEGRITY FOR OUR YOUTH

JUDSON EARLY COLLEGE ACADEMY & FIRST TEE



JOHNSON HIGH SCHOOL & SAN ANTONIO ZOO



CHANGING KIDS' LIVES THROUGH MUSIC

EAST CENTRAL HIGH SCHOOL & YOSA



MujerArtes

Museo DEL WESTSIDE

SAY SI & SAN ANTONIO CULTURAL ARTS



CAPTURED OUR CULTURE

Working with the students was a great opportunity for us to reflect on our work and what it means to the greater community. The students did a great job of getting to understand our programs and people, and relayed the message in an up-beat and positive video that really captured our culture.



Eric Estrada
Executive Director





IMPACT SNAPSHOT SINCE 2016 LAUNCH

1000+

Students Served

70

Schools Served

168
Nonprofits
Served

350

Minutes of nonprofit
storytelling

\$465k+

Worth of media
productions services

SAVE THE DATE

04-02-25

BEXARFEST AWARDS NIGHT

**Tobin Center for the Performing Arts
San Antonio, TX
Free Event | Open to the Public**



JOIN US FOR A SPECIAL NIGHT! TICKETS DROP FEBRUARY 24TH

AWARD CATEGORIES

BEST CINEMATOGRAPHY

BEST PHOTO COLLECTION

BEST EDITING

BEST ORIGINAL MUSIC

BEST SOUND

NEWCOMER OF THE YEAR

BEST STORYTELLING

BEST BTS

MOST CREATIVE

PEOPLE'S CHOICE AWARD

BEST PICTURE

ASTOUND SCHOLARSHIP

BEST GRAPHIC DESIGN

BEST PORTFOLIO

BEST ANIMATION





PROFESSIONAL QUALITY

Nothing but a wonderful experience with the schools and the quality of the work presented was professional. We can't wait to participate again.



Neale Parker | Executive Director



THE CHROMOSOME 18
REGISTRY & RESEARCH SOCIETY





Sponsorship

Your donation allows our organization to provide support resources and event supplies for participating schools and nonprofits, many who operate in underserved communities!

PLATINUM

\$10,000

- Full-size logo on "BexarFest" homepage
- Full-size logo on TRL homepage
- Full-size logo on TRL press material
- Headlining logo on all "BexarFest" marketing
- Full-size logo for "BexarFest" event (signage, program, step and repeat, lobby graphics)
- Headlining signage at "BexarFest" event
- BexarFest promo video appearance
- Promo item to be included in "BexarFest" swag bag (provided by sponsor)
- Full-page ad in "BexarFest" program
- Sponsor promo social media post / highlight
- One time award naming rights at BexarFest Award ceremony
- Sponsor to present award at BexarFest Awards Night (04/02/2025)

GOLD

\$7,500

- Full-size logo on "BexarFest" homepage
- Half-size logo on TRL homepage
- Half-size logo on TRL press material
- Full-size logo on all "BexarFest" marketing
- Full-size logo for "BexarFest" event (signage, program, step and repeat, lobby graphics)
- Headlining signage at "BexarFest" event
- Promo item to be included in "BexarFest" swag bag (provided by sponsor)
- Full-page ad in "BexarFest" program
- Sponsor promo social media post / highlight
- One time award naming rights at BexarFest Award ceremony
- Sponsor to present award at BexarFest Awards Night (04/02/2025)

SILVER

\$5,000

- Half-size logo on "BexarFest" homepage
- Quarter-size logo on TRL homepage
- Half-size logo on TRL press material
- Half-size logo on all "BexarFest" marketing
- Half-size logo for "BexarFest" event (signage, program, step and repeat, lobby graphics)
- Support signage at "BexarFest" event
- Promo item to be included in "BexarFest" swag bag (provided by sponsor)
- Half-page ad in "BexarFest" program
- Sponsor promo social media post / highlight
- Sponsor to present award at BexarFest Awards Night (04/02/2025)

BRONZE

\$2,500

- Quarter-size logo on "BexarFest" homepage
- Quarter-size logo on all "BexarFest" marketing
- Quarter-size logo for "BexarFest" event (signage, program, step and repeat, lobby graphics)
- Support signage at "BexarFest" event
- Promo item to be included in "BexarFest" swag bag (provided by sponsor)
- Quarter-page ad in "BexarFest" program
- Sponsor promo social media post / highlight

Other Ways to Get Involved



IN-KIND

SWAG DONOR

Deadline to include your swag item: 03/28/2025

We're looking for swag giveaways for our 250 participating students for our BexarFest Awards Night. Examples include gift cards, tickets, trinkets, gear, apparel, multimedia swag (camera accessories).

Request:

For movie or attraction tickets (please include 2 tickets per student)

VOLUNTEER

INDIVIDUALS & CORPORATE GROUPS

Help us create an amazing event at the Tobin Center. Sign up individually or in groups to help us with set up/teardown, backstage logistics, production, safety and logistics, and lobby attractions.

INDUSTRY PROFESSIONALS

We're looking for industry professionals to be submission judges and award presenters. We're also in need of videographers and photographers to provide coverage as part of our event night production team.

**VOLUNTEER
REGISTRATION**

Click the volunteer button above for more info and shift dates/times.

TRL PRODUCTIONS




SUPPORTERS

Our community partners and corporate sponsors help us ensure the highest quality programs are delivered to our schools and local nonprofits - Alamo Arts Academy at a fee that is less than the cost of hiring a single teacher and BexarFest at no cost. This is only possible with the incredible support of our community.





JOIN THE FUN!

To support BexarFest, message us at:

ADMIN@BEXARFEST.ORG

BEXARFEST.ORG

Platinum
Transparency
2024

Candid.

TRL
PRODUCTIONS

