



# 2023 Mermaid Capital of Texas Fest – September 23<sup>rd</sup>, 2023



**FUN Ideas for promoting your business and hosting events/activity during Mermaid Month -September 2023.**

Hey there, San Marcan's! The countdown has begun for the most fantastical event of the year – the 7<sup>th</sup> Annual **Mermaid Capital of Texas Fest** taking place in downtown San Marcos!

**ARE YOU READY?** We hope that you are because the 2023 Mermaid Capital of Texas Fest is making a BIG splash once again in San Marcos this September 23rd! We're talking about a celebration that's bigger, brighter, and more MER-mazing than ever before. This is your chance to jump aboard the Mermaid Promenade & Street Faire and ride the wave of fun all month long!

**Are you ready to be part of the MER-tastic festivities? Here's how you and your business can dive in on the fun:**

- ✓ **Embrace the Mermaid Spirit:** First, and foremost – San Marcos is the MERMAID CAPITAL OF TEXAS! So, let's start here! There is so much you can do with this alone! This is our city's designation, so let's OWN It!
- ✓ **Parade It Like You Mean It:** Register for the PARADE! Order your banners today! If you can't be in the parade recruit a few volunteers to carry your banner! This is an excellent way to introduce yourself to the

community! Please consider supporting local businesses when purchasing your banners!

- ✓ **Party Time, Mermaid Style:** Start planning for your Parade Watch Party!! Let the mermaid magic flow with themed decorations, treats, and festive vibes! FUN!
- ✓ **Business Bonanza:** Mermaid Festival time is GREAT time to have your membership drive, fundraiser, or special event to support your organization. Think of all the creative ideas you can have fun with this!
- ✓ **SAVE THE DATE:** September is Mermaid Month in San Marcos! Create an event/activity to play a part in the celebration! Complete our online form and we will include it in our Mermaid Festival Calendar starting September 9<sup>th</sup> – September 24<sup>th</sup>.
- ✓ **Fly your Mermaid Flag:** Design your Mermaid Festival Flag! Perfect for your business, family, neighborhood groups or organizations. Also, check out Mermaid Festival Flags on our website to see flags created by folks in our community and for more info where you can get your flag made!
- ✓ **Mer-tastic Menus:** Add mermaid-themed delights to your restaurant or bar menu. Add a mermaid themed item to your existing restaurant or bar menu. Who doesn't love – MERTini's! In fact, we are working towards making the MERTini the SIGNATURE cocktail of SMTX. Let's make the MERTini the talk of the town!
- ✓ **Window Decor:** Get creative! Decorate your storefront windows and get in on the fun!
- ✓ **Merchandise Magic:** Design merchandise with your business logo to have available for sale. Makes for great souvenirs for visitors to purchase while they are here for the festival.
- ✓ **Team Up for More Fun:** Invite your neighbors to join the mermaid parade of fun – because the more, the merrier!
- ✓ **Sidewalk Sales & More:** Extend your offerings with sidewalk sales or extra tables – hungry merfolk need their snacks!

- ✓ **Festival Flyers:** Let the festival fever spread! Stick those event flyers on your business windows, bulletin boards, and tables. Download the flyer from our website!
- ✓ **Mermaid Makeovers:** Offer beauty services – hair, nails – makeovers! Mermaid hair is the new trend!
- ✓ **MERpets Matter:** Offer fun pet services – MERpets are part of the mermaid community too!
- ✓ **Dress to Impress:** Encourage your team to get into the mermaid spirit. It's a team-building activity that's a fin-tastic blast! Make it a special day at the office or school!
- ✓ **Mermaid Logo –** Create your unique Mermaid image that best represents your business, family, organization, etc.
- ✓ **Wear Your Mermaid Pride:** Create and sell custom Mermaid Festival T-shirts that showcase your unique designs. Share them with us, and we'll help spread the mermaid love!
- ✓ **Signature Sips:** Create a signature mermaid themed drink – alcoholic or non-alcoholic. Also, how about naming a smoothie or ice cream flavor? Let us know about it and we'd be happy to taste test and will help to promote!
- ✓ **Sip on Mermaid Magic:** Whip up a signature mermaid-themed drink or dessert. We're all ears – and taste buds – for the deliciousness you create!
- ✓ **Discounts & Delights:** Offer special discounts on the day of the parade and share the mermaid love on social media!
- ✓ **Brunch in MER-style:** Host themed Happy Hours or Brunch events – MERmosa's, MERgarita's, MERTini's, and MERmocktails will keep the party going!
- ✓ **Neighborly Waves:** Encourage your business neighbors to get in on the fun. The best fun is when everyone joins the party!

- ✓ **Unique Services** – Offer your services on social media- photography, videography, costume making, sign making, baking, you get the idea – get creative! This festival is a great opportunity to promote your innovative and entrepreneurial talents!
- ✓ **Become a Mermaid Sponsor:** Rise to legendary status by becoming a festival sponsor. Let's make this event even more spectacular, together!
- ✓ **Make Some Noise on Social Media:** TAG us on social media on everything you are posting. Use hashtags – #uniquelysanmarcos #mermaidcapitaloftexas #mermaidsocietysmtx #mermaniasmtx
- ✓ Still have questions? Reach out to the Mermaid Society SMTX at [info@mermaidsocietysmtx.com](mailto:info@mermaidsocietysmtx.com) or give us a ring at 512-825-2819. It's time to get your MERMAID ON!

**PARADE  
REGISTRATION**



**Festival Calendar  
Event Form**



**FESTIVAL INFO**



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