



P.O. Box 1234  
Lake Charles, Louisiana 70602

Dear Supporter,

Mardi Gras of Southwest Louisiana, Inc. is pleased to present our 31<sup>st</sup> Annual Mardi Gras Festival 2010 from January 6 through February 16, 2010.

Since 1979 Mardi Gras of Southwest Louisiana, Inc. has presented its flagship festival to the residence of Southwest Louisiana. Mardi Gras festivities have a \$13.7 million dollar impact on the local economy in new spending each season. Mardi Gras of Southwest Louisiana has been named a ***Top 100 event in North American*** and designated a ***Top 20 event in the Southeastern United States*** for the years 2002, 2003, 2005, 2006, 2007, 2008 and 2009 by the Southeast Tourism Society.

Southwest Louisiana's track record of success for this event is a direct result of continued joint marketing efforts with the Southwest Louisiana Convention & Visitors Bureau, our local sponsorships and hundreds of community volunteers. Because of these efforts our sponsors benefit from the festival's publicity and tourism promotion throughout the Southeastern United States and all across North America. The continued support we receive from community partners like you enables us to provide diverse programming and museum events throughout the year. During the Mardi Gras season over **500,000** people come together to enjoy music, food, parades and plenty of glitzy Mardi Gras Regalia.

In an effort to involve our local business community, we are once again offering 2010 sponsorship opportunities. These sponsor benefits give prime positioning for your company, as well as it offers your employees and their families an event that enhances our cultural diversities and contributes to their quality of life. This annual festival, coupled with our spectacular Mardi Gras museum which is open year-round, provides cultural activities that continue to leave a remarkable impression on everyone who attends.

The Board of Directors of Mardi Gras of Southwest Louisiana, Inc. asks that your company come aboard as an official sponsor of the Mardi Gras 2010 Season. Sponsor levels and benefit packages are attached. Please do not hesitate to call me at 337-660-3778 if you have any questions or thoughts about programs and how we can enhance the Mardi Gras 2010 experience.

We thank you in advance for your support.

With kindest regards,

JULIE L. BABINEAUX

jlb



Mardi Gras has the venue, the publicity and the spenders who want to *pass a good time*. As a Mardi Gras sponsor, your business benefits, and you help preserve our heritage, culture and the arts. Mardi Gras of Southwest Louisiana, Inc., throws a month long, family-friendly festival with over 20 non-profit public events that focus on the heritage of Louisiana and Mardi Gras. The organization depends on corporate sponsorships, grants and donations for its funding. We can't do it without you!



### Sponsorship Levels

#### **King's Sponsorship \$7,000**

*A King's Sponsorship is the primary supporter of a major Mardi Gras event and receives the following:*

- Tags and identification in all paid advertising and public service announcements prior to and throughout Mardi Gras
- Mention in all press releases sent to inner market and outer markets promoting Mardi Gras of Southwest Louisiana, Inc., events
- Introduction at news conference and listing in media kit
- One segment promoting your event on KPLC *Salutes* (as available)
- Link on Mardi Gras website home page for one year
- Your prominently displayed signage at your sponsored event
- Venue to give collateral product items at your sponsored event
- Your company's mention on television and radio interviews regarding all Mardi Gras of Southwest Louisiana, Inc., events
- Top listing in the Mardi Gras tabloid as a major sponsor
- Ten (10) access passes to all Mardi Gras of Southwest Louisiana, Inc., events
- VIP seating for twenty (20) at your event (as applicable)
- Two (2) parade entries in either Merchants' or Children's parades
- Ten (10) VIP passes to the Mardi Gras Museum

#### **Queen's Sponsorship \$3,500**

*A Queen's sponsor is a co-sponsor of a major Mardi Gras event and receives the following:*

- Tags and identification in all paid advertising and public service announcements leading up to your event
- Mention in all press releases sent to inner market and outer markets promoting Mardi Gras of Southwest Louisiana, Inc., events
- Introduction at news conference and listing in media kit
- One half segment promoting your event on KPLC *Salutes* (as available)
- Listing on Mardi Gras Southwest Louisiana, Inc., website as sponsor of your event, link on your event page.
- Your prominently displayed signage at your sponsored event
- Event sponsor listing in Mardi Gras tabloid.
- Eight (8) access passes to all Mardi Gras of Southwest Louisiana, Inc., events
- VIP seating and access for fifteen (15) guests at your event

- One (1) parade entry in either Merchants' or Children's parades
- Eight (8) VIP passes to the Mardi Gras Museum

### **Captain's Sponsorship \$1,000**

*A captain's sponsor is a co-sponsor of a Mardi Gras event and receives the following:*

- Listing on Mardi Gras Southwest Louisiana, Inc., website as sponsor of your event, link on your event page.
- Listing in Mardi Gras Tabloid
- Listing as sponsor in media kit for news conference
- Six (6) VIP membership passes to all Mardi Gras of Southwest Louisiana, Inc., events
- VIP seating for ten (10) at your event
- Six (6) VIP passes to the Mardi Gras Museum

### **Duke's Sponsorship \$500**

*A Duke's sponsor makes a donation to Mardi Gras of Southwest Louisiana, Inc.*

- Listing on Mardi Gras Southwest Louisiana, Inc., website
- Listing in Mardi Gras tabloid
- Listing as donor in media kit for news conference
- Four (4) VIP membership passes to all Mardi Gras of Southwest Louisiana, Inc. events
- Four (2) VIP passes to Mardi Gras Museum

### **Duchess' Sponsorship \$100**

*A Duchess' sponsor makes a donation to Mardi Gras of Southwest Louisiana, Inc.*

- Listing in Mardi Gras tabloid
- Listing as donor in media kit for news conference
- Two (2) VIP membership passes to all Mardi Gras of Southwest Louisiana, Inc. events
- Two (2) VIP passes to Mardi Gras Museum

### **In-Kind Donation**

*Goods or professional services may be donated on various levels and will be honored accordingly.*

### **Green Jacket Donation**

*Members of Mardi Gras of Southwest Louisiana, Inc. may make donation on any level and will be honored accordingly.*



**2010 SPONSORSHIP AGREEMENT**

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

Contact Person: \_\_\_\_\_

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

\_\_\_\_\_

Telephone & fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website to link: \_\_\_\_\_

Sponsorship Level of Participation:

\_\_\_\_\_ King Sponsorship (\$7,000.00)

\_\_\_\_\_ Queen's Sponsorship (\$3,500.00)

\_\_\_\_\_ Captain's Sponsorship (\$1,000.00)

\_\_\_\_\_ Duke's Sponsorship (\$500.00)

\_\_\_\_\_ Duchess' Sponsorship (\$100.00)

\_\_\_\_\_ In kind donation description and value

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Green jacket donation value

\_\_\_\_\_  
\_\_\_\_\_

Please make checks payable to:      Mardi Gras Southwest Louisiana, Inc.  
Federal Tax ID# 72-1498184

***RECEIPT***

I, \_\_\_\_\_, a representative of Mardi Gras Southwest Louisiana, Inc., hereby acknowledge receipt of check # \_\_\_\_\_, in the sum of \$\_\_\_\_\_, from \_\_\_\_\_, representative of \_\_\_\_\_ sponsorship, \_\_\_\_\_, on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Mardi Gras Southwest Louisiana, Inc.