



### Sponsorship Proposal

Greetings,

The Black Heritage Festival of Louisiana is going into its 35th year, and we're excited to announce that we will be returning with an in-person festival this year. With that being said, we're reaching out to you today to give you the opportunity to partner with us, enabling you to work side by side with us in serving the community, giving back to your local community, connecting your business with future clientele, and promoting your business in a positive and festive manner. Below you will find our different levels of sponsorship, and we would like the chance to match you up with the option that will offer you the best public relations and marketing opportunity. This year's festival will consist of a Senior Citizen Bingo, a Black Family Symposium, a Day Parade, a Day Festival, a Kids Zone Festival, and a Gospel Extravaganza. Sponsors can sponsor the festival in whole or in part. I thank you in advance for your consideration, and look forward to hearing from you soon.

Thank You,

Donald Thomas Jr  
Executive Director  
Black Heritage Festival of Louisiana  
(337)309-4720  
[blackheritagefestivallouisiana@gmail.com](mailto:blackheritagefestivallouisiana@gmail.com)

# **Diamond Sponsor** (Main Stage + All Festival Events)

**\$5,000.00**

- **Main Stage banner backdrop during festival** (3,500 + in attendance)
- **Signage/Banner placement during day festival** (3,500+ attendance)
- **Signage/Banner placement during all festival week activities**
- **Entry into festival day parade**
- **Title Sponsor billing on all printed media** (10,000 flyers)
- **Title Sponsor billing on social media campaigns** (60,000 impressions)
- **Vendor booth at festival**
- **20 Complimentary guest passes to day festival**
- **8 VIP passes to all festival activities**
- **Placement of promotional items throughout venue**
- **Title Sponsor billing in post-event marketing**
- **5-minute stage presentation during festival**

Lake Charles, LA

# **Platinum Sponsor** (All Festival Events)

**\$3,000.00**

- Signage/Banner placement during day festival (*3,500+ attendance*)
- Signage/Banner placement during all festival week activities
- Entry into festival day parade
- Sponsor placement on all printed media (*10,000 flyers*)
- Sponsor placement on social media campaigns (*60,000 impressions*)
- Vendor booth at day festival
- 10 Complimentary guest passes to day festival
- 4 VIP passes to all festival activities
- Placement of promotional items throughout venue
- Sponsor acknowledgement in post-event marketing
- 3-minute stage presentation during festival

Lake Charles, LA

## **Gold Sponsor** (Day Festival / Single Event)

**\$1,500.00**

- Signage/Banner placement during day festival *(3,500+ attendance)*
- Dedicated sponsor billing at selected festival week event
- Entry into festival day parade
- Sponsor placement on all printed media *(10,000 flyers)*
- Sponsor placement on social media campaigns *(60,000 impressions)*
- Title billing on all dedicated sponsored event media/campaigns
- Vendor booth at day festival
- 6 Complimentary guest passes to day festival
- Vendor booth at dedicated sponsored event.
- Placement of promotional items throughout venue
- Sponsor acknowledgement in post-event marketing

Lake Charles, LA

## **Silver Sponsor** (Event Sponsor)

**\$1,000.00**

- Dedicated sponsor billing at selected festival week event
- Entry into festival day parade
- Sponsor placement on all printed media (*10,000 flyers*)
- Sponsor placement on social media campaigns (*60,000 impressions*)
- Title billing on all dedicated sponsored event media/campaigns
- Vendor booth at festival
- 4 Complimentary guest passes to day festival
- Vendor booth at dedicated sponsored event.
- Sponsor acknowledgement in post-event marketing

Lake Charles, LA

## **Bronze Sponsor** (Community Support Sponsor/Donor)

**\$500.00**

- Title sponsor of one of the day festival breakout events
- Signage/Banner placement during day festival (*3,500+ attendance*)
- Entry into festival day parade
- Sponsor billing on all printed media (*10,000 flyers*)
- Sponsor billing on dedicated event media/campaigns
- Vendor booth inside day festival
- Sponsor billing in post-event marketing

Lake Charles, LA

## Sponsorship Registration Form

### Sponsor Level

Diamond  Platinum  Gold  Silver  Bronze

Sponsored Event (*Bronze*) \_\_\_\_\_

### Sponsor Type

Financial  Products  Trade

Product/Service \_\_\_\_\_

Business / Organization Name  
\_\_\_\_\_

Business / Organization Address  
\_\_\_\_\_  
\_\_\_\_\_

Business Slogan / Promo info  
\_\_\_\_\_

Sponsor Signature \_\_\_\_\_

Date \_\_\_\_\_

S. T. E. Rep. Signature \_\_\_\_\_

Date \_\_\_\_\_

Payment received by \_\_\_\_\_

Contact:

Donald Thomas

337-309-4720

[blackheritagefestivallouisiana@gmail.com](mailto:blackheritagefestivallouisiana@gmail.com)

***Make checks payable to Southern Touch Entertainment***