



### Sponsorship Proposal

Greetings,

The Black Heritage Festival of Louisiana is going into its 36th year, and we could not be more excited. We are entering the 2023 festival with a focus on physical and mental health and wellness, personal and business financial education and empowerment, and caring and providing services for our elderly population. We are looking forward to this year's festival, and we believe it is going to be an amazing year. With that being said, we are 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 our patrons, giving back to our 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. 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**

**\$3,000.00**

- Signage/Banner placement during all festival weekend events
- Title Sponsor billing on all printed media (*5,000+ flyers*)
- Title Sponsor billing on social media campaigns (*60,000 impressions*)
- 2 Complimentary VIP tables for 8 at Gala
- Complimentary vendor booth inside day festival
- Placement of promotional items throughout venue of all events
- Title Sponsor billing in post-event marketing
- 3-minute stage presentation/welcome during Day Festival

## **Platinum Sponsor**

**\$2,500.00**

- Signage/Banner placement during all festival weekend events
- Sponsor billing on all printed media (*5,000+ flyers*)
- Sponsor billing on social media campaigns (*60,000 impressions*)
- Complimentary VIP table for 8 at Gala
- Complimentary vendor booth inside day festival
- Placement of promotional items throughout venue of all events
- Sponsor billing in post-event marketing

## **Gold Sponsor**

**\$1,000.00**

- Signage/Banner placement during all festival weekend events
- Sponsor billing on all printed media (*5,000+ flyers*)
- Sponsor billing on social media campaigns (*60,000 impressions*)
- 4 Complimentary tickets for Gala
- Complimentary vendor booth inside day festival
- Placement of promotional items throughout venue of all events
- Sponsor billing in post-event marketing

## **Silver Sponsor**

**\$500.00**

- Signage/Banner placement during selected event
- Sponsor billing on all printed media (*5,000+ flyers*)
- Sponsor billing on social media campaigns (*60,000 impressions*)
- Complimentary vendor booth inside day festival
- Placement of promotional items throughout venue of selected event
- Sponsor billing in post-event marketing

Lake Charles, LA

## Sponsorship Registration Form

### Sponsor Level

Diamond  Platinum  Gold  Silver

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 Black Heritage Festival of Louisiana***

Lake Charles, LA