



Sponsorship Proposal

Greetings,

The Black Heritage Festival of Louisiana is going into its 37th 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

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*)
- 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

blackheritagefestivalouisiana@gmail.com

Make checks payable to Black Heritage Festival of Louisiana

Black Heritage Festival, 809 Kirby St., Suite 207, Lake Charles, La 70601