



2027 SPONSORSHIP OPPORTUNITIES

BLACK HERITAGE FESTIVAL OF LOUISIANA

March 11-14, 2027 • Lake Charles, Louisiana

DIAMOND \$5,000

PLATINUM \$3,500

High-value partnerships built around visibility, hospitality and community connection.

Custom Presenting Partnerships available from \$7,500+

40TH ANNUAL Black Heritage Festival

PEOPLE • HISTORY • HERITAGE • OPPORTUNITY

HONORING OUR PAST • CELEBRATING OUR PRESENT • BUILDING A BRIGHTER TOMORROW

THURSDAY, MARCH 11, 2027

SENIOR CITIZEN SUPER BINGO

Martin Luther King Center
2009 N. Simmons St, Lake Charles, LA
9:00am - Noon

SATURDAY, MARCH 13, 2027 (DAY)

BLACK HERITAGE DAY FESTIVAL

Lake Charles Event Center
900 Lakeshore Dr., Lake Charles, LA
10:00am - 5:00pm

SATURDAY, MARCH 13, 2027 (NIGHT)

KING GEORGE LIVE IN CONCERT

Lake Charles Event Center
900 Lakeshore Dr., Lake Charles, LA
7:30pm - 11:00pm

SUNDAY, MARCH 14, 2027

GOSPEL EXTRAVAGANZA

Christian Baptist Church (North Location)
202 N. Franklin St., Lake Charles, LA
6:00pm

Join Us for a Weekend of Culture, Community and Celebration!

www.blackheritagefest.com

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STAY CONNECTED FOR UPDATES

One festival weekend

A flexible platform for sponsors to connect with distinct audiences across community, culture, entertainment and faith.



THU • MAR 11 | Senior Citizen Super Bingo

Community engagement • senior audience

SAT • MAR 13 • DAY | Community & Family Day Festival

Music • dance • exhibits • cookoff • empowerment

SAT • MAR 13 • NIGHT | King George Live in Concert

Featuring Roi Anthony and S Dott

SUN • MAR 14 | Gospel Extravaganza

Faith • music • community

Sponsors can align with the full weekend or select an event that best fits their audience and goals.



More than logo placement

The strongest packages combine hospitality, live-event visibility, digital promotion and on-site activation.

HOSPITALITY

VIP tables and premium concert seating create immediate, tangible value.

VISIBILITY

Stage signage, Jumbotron exposure, website placement and promotional materials.

ENGAGEMENT

Activation space and curated interactive exhibits let sponsors engage attendees and become part of the Day Festival program.

RECOGNITION

Social spotlights, on-stage mentions, email promotion and post-event acknowledgment.

REGIONAL REACH

Priority recognition across the festival's broader Southwest Louisiana and surrounding market campaign.

FLEXIBILITY

Diamond and Platinum sponsors may select one festival event for enhanced marketing recognition.

SPONSORSHIP LADDER



Choose the level that fits

Diamond and Platinum are intentionally built as the festival's highest-value standard partnerships.

PRESENTING

\$7,500+

Custom partnership

DIAMOND

\$5,000

3 VIP tables • \$2,400 value

PLATINUM

\$3,500

2 VIP tables • \$1,600 value

GOLD

\$2,500

1 VIP table • \$800 value

SILVER

\$1,500

4 floor seats

BRONZE

\$1,000

2 floor seats

VIP table value: \$800 per table of 8.



Diamond • \$5,000

Designed to deliver premium visibility plus substantial hospitality value.

\$2,400

VIP HOSPITALITY VALUE

**3 VIP tables of 8
King George Live in Concert**

48% of the sponsorship investment is represented by table value alone.

PREMIER VALUE PACKAGE

- Premier logo placement
- 60-second Jumbotron commercial
- Premium 10×20 activation space
- Curated Interactive Exhibit Experience at Day Festival
- Exhibit featured on official schedule + itinerary
- Priority exhibit placement + sponsor-branded title
- Multiple weekend stage acknowledgments
- Dedicated social media spotlight + recognition
- Featured email/database spotlight
- VIP/sponsor hospitality access
- Priority regional marketing recognition
- Post-event sponsor recognition
- Choice of one event for enhanced marketing
- Category exclusivity available by negotiation

Platinum • \$3,500

A strong combination of hospitality, brand exposure and attendee engagement.



\$1,600

VIP HOSPITALITY VALUE

**2 VIP tables of 8
King George Live in Concert**

Nearly 46% of the sponsorship investment
is represented by table value alone.

HIGH-VALUE PARTNERSHIP

- Prominent logo placement
- 30-second Jumbotron commercial
- Premium 10×10 activation space
- Curated Interactive Exhibit Experience at Day Festival
- Exhibit featured on official schedule + itinerary
- Designated exhibit area + sponsor-branded title
- Multiple on-stage acknowledgments
- Dedicated social media spotlight
- Sponsor email/database spotlight
- VIP/sponsor hospitality access
- Priority regional marketing recognition
- Post-event sponsor recognition
- Choice of one event for enhanced marketing

ADDITIONAL OPPORTUNITIES

Gold • Silver • Bronze

Accessible entry points for local businesses and community partners.



GOLD • \$2,500

1 VIP table of 8 (\$800 value)

15-sec Jumbotron commercial

10×10 activation space

Curated Interactive Exhibit available as paid upgrade

On-stage recognition

Individual social recognition

Website + promotional materials

Regional marketing recognition

Post-event recognition

SILVER • \$1,500

4 floor seats to King George concert

Official Festival Sponsor designation

Website recognition

Festival promotional materials

Group social media recognition

Jumbotron logo rotation

BRONZE • \$1,000

2 floor seats to King George concert

Official Festival Sponsor designation

Website listing

Festival promotional materials

Group social media recognition

Jumbotron logo rotation

Every sponsorship supports a weekend of culture, community, music and heritage in Lake Charles.

BEYOND THE STANDARD PACKAGES

Presenting Partner • \$7,500+

A custom pathway for companies seeking broader ownership, exclusivity or a tailored activation.



CUSTOMIZED AROUND SPONSOR OBJECTIVES

Event presenting recognition

Category exclusivity

Premium branding & signage

Expanded digital advertising

Customized on-site activation

Signature Curated Interactive Exhibit

Hospitality & VIP experiences

Stage recognition

Multimedia exposure

PARTNER WITH US

Black Heritage Festival of Louisiana
March 11-14, 2027
Lake Charles, Louisiana

(337) 309-4720

Custom partnerships may be developed at \$7,500, \$10,000, \$15,000 or more based on scope and benefits.

Sponsorship Registration Form

March 11-14, 2027 • Lake Charles, Louisiana

PARTNER WITH US

(337) 309-4720

SPONSORSHIP SELECTION

☐ Presenting \$7,500+

☐ Diamond \$5,000

☐ Platinum \$3,500

☐ Gold \$2,500

☐ Silver \$1,500

☐ Bronze \$1,000

Event alignment (optional):

☐ Full Weekend

☐ Senior Bingo

☐ Day Festival

☐ King George Concert

☐ Gospel Extravaganza

SPONSOR INFORMATION

BUSINESS / ORGANIZATION NAME

BUSINESS / ORGANIZATION ADDRESS

CONTACT PERSON

PHONE / EMAIL

CONTRIBUTION DETAILS

☐ Financial

☐ Products / Services

☐ In-Kind / Trade

PRODUCT / SERVICE / IN-KIND DESCRIPTION

ESTIMATED VALUE

BUSINESS SLOGAN / PROMO INFO

AUTHORIZATION & PAYMENT

SPONSOR REPRESENTATIVE SIGNATURE

DATE

FESTIVAL REPRESENTATIVE SIGNATURE

DATE

PAYMENT METHOD

☐ Check

☐ Zelle

☐ CashApp

☐ Other

PAYMENT RECEIVED BY / NOTES

MAKE CHECKS PAYABLE TO BLACK HERITAGE FESTIVAL OF LOUISIANA



2027 BLACK HERITAGE FESTIVAL

FOUR SIGNATURE EXPERIENCES • ONE POWERFUL CELEBRATION

People
History
Heritage
Opportunity

2027 Black Heritage Festival SENIOR CITIZEN SUPER BINGO

BINGO

7	28	43	55	67
12	17	40	50	73
5	29	FREE	49	61
3	26	44	58	70
2	30	37	53	69

BINGO

4	27	42	56	71
15	19	38	60	75
8	24	FREE	48	63
10	22	41	52	69
6	30	35	57	72



THURSDAY, MARCH 11, 2027
9:00AM - NOON

Martin Luther King Center
2009 N. Simmons St, Lake Charles, LA

FUN • FELLOWSHIP • PRIZES

ALL SENIORS WELCOME!

2027 Black Heritage Festival Day Festival



SATURDAY, MARCH 13, 2027
10:00AM - 5:00PM

Lake Charles Event Center
(EXHIBITION HALL)
900 Lakeshore Drive, Lake Charles, LA 70601



MERCHANDISE
VENDORS



FOOD
VENDORS



MUSICAL
PERFORMANCES



DANCE
PERFORMANCES



CAST IRON
POT COOKOFF



EMPOWERMENT
SESSIONS



PRIZES AND
GIVEAWAYS



INTERACTIVE
EXHIBITS



KIDS ZONE



SATURDAY, MARCH 13, 2027
7:30PM - 11:00PM

Lake Charles Event Center
900 Lakeshore Drive, Lake Charles, LA 70601

GET YOUR TICKETS AT
www.blackheritagefest.com



SUNDAY, MARCH 14, 2027
6:00PM

Christian Baptist Church
(NORTH LOCATION)
202 N. Franklin St., Lake Charles, LA 70601

A NIGHT OF WORSHIP, PRAISE
AND INSPIRATION



To Sponsor, Volunteer, or Become a Vendor:



www.blackheritagefest.com



STAY CONNECTED
FOR UPDATES



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