

Et toi! Market Your Business at the...



Gulf Coast Zydeco Music and Crawfish Festival 2011

About the Event

The City of Daphne's "Gulf Coast Zydeco Music & Crawfish Festival" is an offering to the community, filled with live bands, great food, and fun. Zydeco music is nationally recognized and millions throughout the country attend these festivals. We are happy to present this festival to the Gulf Coast area. Dancing is a major element of the festival and Zydeco Two-Step dance instruction will be provided for all. These events are designed to provide fun for attendees from Baldwin County, Mobile County, and visitors far and near. Last years attendees visited our area from Arkansas, Georgia, Texas, Louisiana, Mississippi, Alaska, Florida, Alabama, California, Tennessee, Iowa and more. We are happy to welcome these many visitors to our city and county as they contribute to a major economic impact for our area.

Get ready to Market Your Business at the "Gulf Coast Zydeco Music & Crawfish Festival". All activities are scheduled for May 20-22, 2011 at the Daphne Civic Center! The 2011 media package will include TV/ Radio, newspaper, web site, and much more! Use this media advantage for your company or business!

A variety of sponsorship opportunities and partnerships are available to your business. The festival will provide your company with a captive audience to promote your business/ products and achieve your marketing goals. These opportunities have been developed to provide maximum exposure for your company. Use this "opportunity for community" to benefit your business and support our community as well.

TITLE SPONSOR.....□ \$5,000.00

- ▶ **TITLE SPONSOR of the**
“Gulf Coast Zydeco Music & Crawfish Festival” 2011
- ▶ **Corporate name included in all mentions and printed materials**
- ▶ **2 of your corporate banners displayed strategically around the festival**
- ▶ **Corporate identification included in the following marketing campaign:**
 - ~Listed as Title Sponsor for festival in television/radio advertising
 - ~Listed as Title Sponsor in print advertising
 - ~Listed as Title Sponsor-promotional materials /posters/brochures
- ▶ **Press releases**
- ▶ **Festival web page Sponsor**
- ▶ **Onsite marketing display area 10'x10'**
- ▶ **15 complimentary three day passes to the festival**
- ▶ **8 Sponsor Suite passes**

GATOR STAGE SPONSOR □ \$2,000.00 (1 Sponsor)

- ▶ **2 of your corporate banners displayed strategically around the festival**
- ▶ **Corporate identification included in the following marketing campaign:**
- ▶ **Corporate banner placed on stage**
- ▶ **Corporate identification included in the following marketing campaign:**
 - ~Listed as Stage Sponsor in print advertising
 - ~Listed as Stage Sponsor-promotional materials /posters/brochures
- ▶ **Press releases**
- ▶ **Festival web page listing**
- ▶ **Onsite marketing display area 10'x10'**
- ▶ **10 complimentary three day passes to the festival**
- ▶ **6 Sponsor Suite passes**

LISTING SPONSOR.....□ \$1,000.00

- ▶ **Identification included in the following marketing campaign:**
 - ~Print advertising
 - ~Promotional materials /posters/brochures
- ▶ **Press releases**
- ▶ **Web page**
- ▶ **6 complimentary three day passes to the festival!**
- ▶ **4 Sponsor Suite passes**

BUSINESS SPONSOR.....☐ \$500.00

- ▶ Identification included in the following marketing campaign:
 - ~Print advertising
 - ~Promotional materials /posters/brochures
- ▶ Press releases
- ▶ Web page
- ▶ 2 complimentary three day passes to the festival!
- ▶ 2 Sponsor Suite passes

☐ IN-KIND SPONSOR

**The sponsorship level is set at the value of the sponsored item
Media Promo/Festival Passes/Tickets/T-Shirts/Programs/Wrist Bands**

☐ Band and Volunteer Hospitality Suite Sponsors

A special area is set aside for band and volunteer hospitality. Food ideas for sponsors of the Hospitality Suite include drinks, sandwiches, chowders, soups, individual bags of chips, cookies, snacks, or hot dogs and hamburgers on the grill. Contact the Daphne Civic Center for additional information at 251-626-5300.

**For more information and to sponsor the fun packed
Gulf Coast Zydeco Music & Crawfish Festival please call (251) 626-5300.**

**Market Your Business at
Daphne's Gulf Coast Zydeco Music and Crawfish Festival 2011**

The Gulf Coast Destination City for Zydeco Music and Dance!

Sponsor Level

Deadline March 30, 2011

☞ Title Sponsor \$ _____ ☞ Corporate Sponsor \$ _____
☞ Listing Sponsor \$ _____ ☞ Business Sponsor \$ _____

☞ In-Kind/Other _____

Please deliver banners and signage no later than May 6, 2011.

Company Name: _____

Company Contact: _____

Telephone: _____

Fax: _____

E-Mail: _____

Web Address: _____

Make check payable to:

City of Daphne

Mail to:

Festival/Daphne Civic Center
City of Daphne
P.O. Box 400
Daphne, Alabama 36526