

TITLE SPONSOR

This sponsorship is exclusive and is the top financial supporter of the Festival.

Festival Expectations of the Title Sponsor:

- Corporate Sponsor's goals should align with the Festival's goals and objectives as outlined in the Festival's Marketing Plan.
- Tax Deductible Cash donation of \$15,000 or more
- Possible in-kind donation of goods or services for the production of the Festival.
- Consult with Festival Steering Committee in areas of Sponsor's expertise.



Title Sponsor Expectations of the Festival:

- Festival support of Sponsor outcomes. (i.e. reinforce image, increase brand loyalty, show community support, build customer base, etc.)
- Identify ways to measure outcomes that meet the sponsor's expectations.

Naming/Branding Opportunities:

- The Festival will be known as the "[Title Sponsor Name] Louisiana Legends Fest".
- The words "Presented By" and the Sponsors branding placement will either appear above, below or adjacent to the LLFest logo in all media campaigns.
- The Festival's media and marketing plan will be provided to the Sponsor for review.
- Title Sponsors branding will appear at the top of the Festival's Sponsor web page. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Multiple banners with Title Sponsor branding will be placed in prominent areas of the festival.
- Sixteen (16) invitations to an "Artists and Supporter's VIP Dinner" and reception party will be held on Friday, October 29, 2021 at a location to be determined. Along with headliner Bobby Rush the Title Sponsor will be recognized at the dinner.

Other benefits

- Title Sponsor will be publicly recognized for their support numerous times at all festival events.
- Sponsor will be provided vendor booth space in a prominent easily visible area.
- Sponsor will receive Festival credit of \$250 that can be used to purchase Festival branded items.
- A signed copy of Bobby Rush' book "I Ain't Studdin'Ya: My American Blues Story".
- Eight (8) Tickets to Bobby Rush's concert benefitting the Boys and Girls Club of Timber Ridge that is Saturday, October 30, 2021, 7.00PM at the Haynesville Fair Barn.

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.

CAR SHOW SPONSOR

This sponsorship is exclusive. Only one is Available

Festival Expectations of the Car Show Sponsor:

- Sponsor's goals should align with the Festival's goals and objectives as outlined in the Festival's Marketing Plan.
- Tax Deductible Cash donation of \$ 1,000 or more
- Possible in-kind donation of goods or services for the production of the Festival.
- Consult with Festival Steering Committee in areas of Sponsor's expertise.



Car Show Sponsor Expectations of the Festival:

- Festival support of Sponsor outcomes. (i.e. reinforce image, increase brand loyalty, show community support, build customer base, etc.)
- Identify ways to measure outcomes that meet the sponsor's expectations.

Naming/Branding Opportunities:

- The Festival's Car Show area will be known as the "[Car Show Sponsor Name] Car Show" in all festival media along with banner placement in area.
- Car Show Sponsor's branding placement will appear immediately below the Heroes' Breakfast Sponsor on the Festival's Sponsor web page. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Acknowledgement of Car Show Sponsor will also appear on Festival's social media platforms. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Car Show Sponsor's logo will have a prominent placement on Festival's Sponsor Banner and the Festival Stage Schedule handouts

Other benefits

- Two(2) invitations to an "Artists and Supporter's VIP Dinner" and reception party will be held on Friday, October 29, 2021 at a location to be determined. Along with headliner Bobby Rush the Title Sponsor will be recognized at the dinner. Sponsor will be recognized for their support at all festival events. Sponsor will be recognized for their support at all festival events
- Sponsor will be provided vendor booth space in a prominent easily visible area.
- Sponsor will receive Festival credit of \$25 that can be used to purchase Festival branded items.
- A signed copy of Bobby Rush' book "I Ain't Studdin'Ya: My American Blues Story".

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.

LOUISIANA LEGENDS COUNCIL

Membership into the exclusive Louisiana Legends Council by individuals and/or couples.

Festival Expectations of the Legends Council:

- Legends Council's goals should align and support the Festival's goals and objectives.
- Tax Deductible Cash donation of \$ 1,000 or more
- Possible in-kind donation of goods or services for the production of the Festival.



Legends Council Expectations of the Festival:

- Legends Council members will serve as a Festival advisor to:
 - Identify future Louisiana Legends Honorees.
 - Advise and assist the Festival in areas of their expertise.
 - Identify and recommend solutions of Festival areas in need of improvement.

Naming/Branding Opportunities:

- Acknowledgement of Legends Council membership will appear on Festival's social media and website platforms.
- Legends Council members will be acknowledged on Festival's Sponsor Banner and the Festival Stage Schedule handouts.
- Legends Council members will be acknowledged verbally at the Artist & Supporter Dinner and during the Festival.

Other benefits

- Two (2) invitations to an "Artists and Supporter's Dinner" and reception party will be held on Friday, October 29, 2021 at a location to be determined.
- Legends Council members will receive Festival credit of \$25 that can be used to purchase Festival branded items.
- A signed copy of Bobby Rush' book "I Ain't Studdin'Ya: My American Blues Story".
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After the Festival

- Attend the After the Festival meeting to provide input about the Festival. Meeting date and time to be announced.

COMMUNITY SPOTLIGHT SPONSOR

This sponsorship is available for the art and history area spotlights.

Festival Expectations of the Comm. Spotlight Sponsor:

- Corporate Sponsor's goals should align with the Festivals goals and objectives as outlined in the Festivals Marketing Plan.
- Tax Deductible Cash donation of \$ 1,000 or more
- Possible in-kind donation of goods or services for the production of the Festival.
- Consult with Festival Steering Committee in areas of Sponsor's expertise.



Comm. Spotlight Sponsor Expectations of the Festival:

- Festival support of Sponsor outcomes. (i.e. reinforce image, increase brand loyalty, show community support, build customer base, etc.)
- Identify ways to measure outcomes that meet the sponsor's expectations.

Naming/Branding Opportunities:

- The Festival's Comm. Spotlight area will be known as the "[Comm. Spotlight Sponsor Name] Art. History, Business, Farmers Market Spotlight" in all festival media along with banner placement in area.
- Comm. Spotlight Sponsor's branding placement will appear immediately below the Heroes' Breakfast Sponsor on the Festival's Sponsor web page. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Acknowledgement of Comm. Spotlight Sponsor will also appear on Festival's social media platforms. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Comm. Spotlight Sponsor's logo will have a prominent placement on Festival's Sponsor Banner and the Festival Stage Schedule handouts

Other benefits

- Two (2) invitations to an "Artists and Supporter's VIP Dinner" and reception party will be held on Friday, October 29, 2021 at a location to be determined. Along with headliner Bobby Rush the Title Sponsor will be recognized at the dinner. Sponsor will be recognized for their support at all festival events .Sponsor will be recognized for their support at all festival events. Sponsor will be recognized for their support at all festival events
- Sponsor will be provided vendor booth space in a prominent easily visible area.
- Sponsor will receive Festival credit of \$25 that can be used to purchase Festival branded items.
- A signed copy of Bobby Rush' book "I Ain't Studdin'Ya: My American Blues Story".

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.

GOLD SPONSOR

This sponsorship availability is unlimited.

Festival Expectations of the Gold Sponsor:

- Sponsor's goals should align with the Festival's goals and objectives as outlined in the Festival's Marketing Plan.
- Tax Deductible Cash donation of \$ 500 or more
- Possible in-kind donation of goods or services for the production of the Festival.



Gold Sponsor Expectations of the Festival:

- Festival support of Sponsor outcomes. (i.e. reinforce image, increase brand loyalty, show community support, build customer base, etc.)

Naming/Branding Opportunities:

- Gold Sponsor's branding or name placement will appear immediately below the Community Spotlight Sponsors on the Festival's Sponsor web page. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Acknowledgement of Gold Sponsor will also appear on Festival's social media platforms. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Gold Sponsor's logo will have a prominent placement on Festival's Sponsor Banner and the Festival Stage Schedule handouts

Other benefits

- Sponsor will be recognized for their support at all festival events
- Sponsor will be provided vendor booth space in a prominent easily visible area.
- A signed copy of Bobby Rush' book "I Ain't Studdin'Ya: My American Blues Story".

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.

SILVER SPONSOR

This sponsorship availability is unlimited.

Festival Expectations of the Silver Sponsor:

- Sponsor's goals should align with the Festival's goals and objectives as outlined in the Festival's Marketing Plan.
- Tax Deductible Cash donation of \$ 250 or more
- Possible in-kind donation of goods or services for the production of the Festival.



Silver Sponsor Expectations of the Festival:

- Festival support of Sponsor outcomes. (i.e. reinforce image, increase brand loyalty, show community support, build customer base, etc.)

Naming/Branding Opportunities:

- Silver Sponsor's branding or name placement will appear immediately below the Gold Sponsors on the Festival's Sponsor web page. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Acknowledgement of Silver Sponsor will also appear on Festival's social media platforms. Branding will be in the form of sponsor's logo and a written post outlining Sponsors mission, products and/or services with a clickable link to sponsors website or FaceBook page.
- Silver Sponsor's logo will have a prominent placement on Festival's Sponsor Banner and the Festival Stage Schedule handouts

Other benefits

- Sponsor will be recognized for their support at all festival events

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.

FRIEND OF THE FESTIVAL SPONSOR

The availability of this sponsorship is unlimited.

Festival Expectations of the Friend of the Festival Sponsor:

- Sponsor's goals should align with the Festival's goals and objectives as outlined in the Festival's Marketing Plan.
- Tax Deductible Cash donation of \$100 or more
- Possible in-kind donation of goods or services for the production of the Festival.



Naming/Branding Opportunities:

- Friend of the Festival Sponsor's branding placement will appear immediately below the Silver Sponsors on the Festival's Sponsor web page. Branding will be in the form of sponsor's logo or name.
- Acknowledgement of Friend of the Festival Sponsor will also appear on Festival's social media platforms. Branding will be in the form of sponsor's logo or name.

Other benefits

- Sponsor will be recognized for their support at all festival events

After the Festival

- Sponsor will be provided a sponsorship fulfillment report no later than 45 days after the event.