

MARDA GRAS STREET FESTIVAL

2019 SPONSORSHIP PACKAGE



MARDA LOOP
where life connects



The Marda Gras Street Festival is a free, family-friendly event that attracts 35,000 visitors from all over Calgary. **SUNDAY, AUGUST 11, 2019** is the 35th Annual Marda Gras.

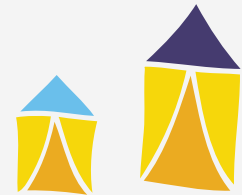


This well-known event hosts a variety musical performances, cultural dance, local shopping, food culture, and children’s activities within a four block area in the heart of the Marda Loop Business District.



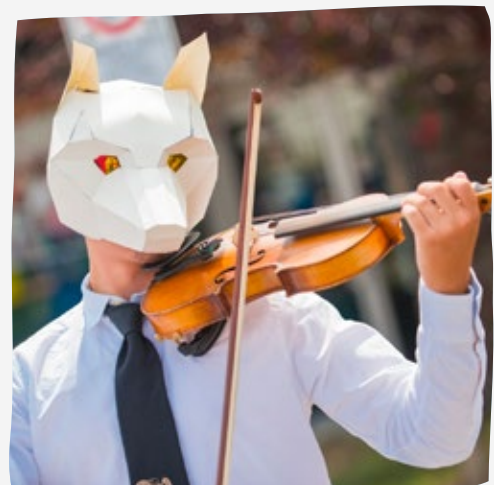
The Marda Gras Street Festival is organized by the Marda Loop Business Improvement Area in collaboration with the Festival Society of Marda Loop. We are a non-profit organization that works in partnership with the more than 150 businesses in our community, many of which are independent and exclusive to our area. We promote and support local businesses; beautify and enhance the pedestrian realm; maintain a clean, safe and functional environment; as well as encourage local shopping within the area through a series of special events that we host throughout the year – the largest of which is the Marda Gras Street Festival.

WHO ATTENDS MARDAS GRAS?



The Marda Gras Street Festival has built a lasting impression with its audience. Year after year, the streets of Marda Loop are packed with excited and engaged attendees, eager to experience the fun and vitality this festival has to offer.

- **35,000 attendees**
- **Ages 18 - 45**
- **Young Families**
- **Urban Explorers**
- **Community-oriented**
- **Household Income \$70,000 – 150,000**



Marda Gras is a free not for profit event that brings vitality, diversity and enjoyment to attendees. The festival is seeking sponsorship in order to remain accessible and appreciated for many years to come. For more information on sponsorship opportunities, contact **Shannon McNally** at mardagrascalgary@gmail.com or 403-383-4508

SPONSORSHIP LEVELS



LEVEL	BENEFITS	RATE
GOLD SPONSOR (Two Available)	<ul style="list-style-type: none"> Prominent recognition as a key sponsor of the festival 1 – 10 x 10 booth space at the festival Logo on 2 bridge banners (for 2 weeks prior to the festival) Prominent logo on Marda Gras website from May 2019 to May 2020 “Stage Presented by” status on a festival stage Large logo on posters and all print material Logo on volunteer t-shirts 3 social media mentions per month (between May & August) 	\$5,000
INTERSECTION SPACE	<ul style="list-style-type: none"> An interactive connection that provides direct access to attendees Demo space designed to stand out amongst the crowd 20 x 30 feet in a street intersection Grab the attention of your audience! Create an installation your audience will remember 2 social media mentions per month (between May & August) 	\$3,000
STAGE SPONSOR (Two Available)	<ul style="list-style-type: none"> 1 – 10 x 10 booth space at the festival Logo on 1 bridge banner (for 2 weeks prior to the festival) Logo on posters and all print material Logo on volunteer t-shirts Logo on Marda Gras website from May 2019 to May 2020 “Stage Presented by” status on a festival stage 1 social media mention per month (between May & August) 	\$2,500
SILVER SPONSOR	<ul style="list-style-type: none"> 1 – 10 x 10 booth space at the festival (can be used by your company or donated to another group) Logo on printed material, including posters Logo on volunteer t-shirts Logo on Marda Gras website from May 2019 to May 2020 2 social media mentions 	\$1,500
BRONZE SPONSOR	<ul style="list-style-type: none"> Logo on volunteer t-shirts Logo on Marda Gras website from May 2019 to May 2020 1 social media mention 	\$500

ADDITIONAL OPPORTUNITIES



PET PAGEANT SPONSOR - \$1000

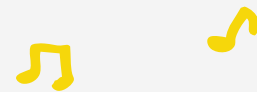
Pet owners and pet lovers adore this program hosted on the festival's main stage. The Pet Pageant continues to grow in popularity each year and is the most highly attended show within the festival. Street Festival.

Sponsorship Includes:

- Logo on Pet Pageant Poster, Logo on Pet Pageant
- Stage Sign and on Volunteer T-Shirts & Website from May 2019 – May 2020
- 3 Social Media Mentions
- Sponsor provides a prize for the pageant winner



KIDS QUARTER SPONSOR - \$1000



The Kids Quarter is a fun and engaging program at Marda Gras. Face painting, masque-making, bounce houses and obstacle courses are some of the components the festival strives to achieve for the child attendees.

Sponsorship Includes:

- Logo on Volunteer T-Shirts & Website from May 2019 – May 2020
- 3 Social Media Mentions

ADDITIONAL OPPORTUNITIES



PARTNERS



For in-kind sponsorships over \$2000 in value:

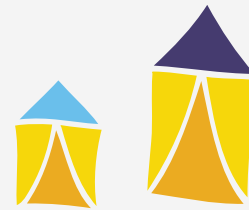
- 1 – 10 x10' booth space at the festival for your company
- Logo on posters and website
- 1 social media mention

For all in-kind partners:

- Logo on volunteer t-shirts
- Logo placement on Marda Gras website from May 2019 to May 2020

We are looking for partners for the following items:

- Generators and other equipment
- Portable Washrooms
- Photography
- Tents



MEDIA PARTNERS

For media sponsorships over \$3000 in value:

- 1 – 10 x 10 booth space at the festival for your company
- Logo on posters
- Logo on volunteer t-shirts
- Logo on Marda Gras website from May 2019 to May 2020
- 1 social media mention



For Media Inquiries or more info on Media Partnerships, contact:

Alyssa Berry Communications
alyssa@alyssaberrycommunications.com
403.650.8090

