

Marda gras

2022 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 14, 2022 is the 34th Annual Marda Gras, a Calgary tradition since 1987. 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. We are a non-profit organization that works in partnership with the more than 170 businesses in our community, many of which are independent and exclusive to our area.

We promote, beautify and improve the area, support local business, and encourage people to visit and shop in Marda Loop through events – the largest of which is the Marda Gras Street Festival.

WHO ATTENDS MARDA 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 - 54
- Young Families
- Urban Explorers
- Empty Nesters
- Community-oriented
- Household income is 25-50% higher than Calgary median
- Marda Loop is one of Calgary's fastest-growing inner city communities - growing more than 10% in the past 5 years!

Marda Gras is a free not for profit event that brings vitality, diversity and enjoyment to attendees. The festival seeks sponsorship to remain free and accessible in the community.

[For more information on sponsorship, contact Shannon McNally at mardagrass@visitmardaloop.com or 403-383-4508](#)

SPONSORSHIP LEVELS

LEVEL	BENEFITS	RATE
<p>MAIN SPONSOR (2)</p>	<ul style="list-style-type: none"> • Booth space at the festival • Logo on two highway bridge banners • Logo in community newsletter advertising the festival • Logo on Marda Gras website from May 2022 to May 2023 • Logo on all stage signs • Large logo on posters and print materials • Logo on community door hangers • 6 social media posts - prior to the festival and day-of posting • Logo in Marda Loop ad in Avenue Magazine 2022 summer edition 	<p>\$5000</p>
<p>PET PAGEANT SPONSOR (1)</p>	<ul style="list-style-type: none"> • The most highly attended show at the festival. • Logo on pet pageant sign • Logo on festival poster and pet pageant poster • Logo watermarked on pet photo booth prints • Logo on Marda Gras website from May 2022 to May 2023 • 6 social media posts - prior to the festival and day-of posting • MC/host announces sponsor during the pageant • Sponsor provides one prize for the pageant winner 	<p>\$3000</p>
<p>INTERSECTION SPACE (2)</p>	<ul style="list-style-type: none"> • Interactive demo space for maximum exposure and engagement • 20 x 30 foot unobstructed intersection space • Create an installation your audience will remember • 4 social media posts 	<p>\$3000</p>

<p>MARDA SPONSOR (4)</p>	<ul style="list-style-type: none"> • Booth space at the festival • Logo on one highway bridge banner • Logo on community sandwich boards • Logo on poster and print materials • Logo on Marda Gras website from May 2022 to May 2023 • 3 social media posts - prior to the festival and day-of posting 	<p>\$2000</p>
<p>KIDS AREA SPONSOR (4)</p>	<ul style="list-style-type: none"> • Booth space at the festival • Logo on Kids Area sign • Logo on poster and print materials • Logo on Marda Gras website from May 2022 to May 2023 • 3 social media posts - prior to the festival and day-of posting 	<p>\$1000</p>
<p>LOOP SPONSOR</p>	<ul style="list-style-type: none"> • Booth space at the festival • Logo on Marda Gras website from May 2022 to May 2023 • 2 social media posts - prior to the festival and day-of posting 	<p>\$750</p>

PARTNERSHIPS

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 placement on Marda Gras website from May 2022 to May 2023

We are looking for partners for the following items:

- Generators
- Stage and Sound Equipment
- Party Rentals
- Portable Washrooms
- Photography



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 Marda Gras website from May 2022 to May 2023
- 1 social media mention

For Media Inquiries or more info on Media Partnerships, contact: mardagrass@visitmardaloop.com

