



Help us find our lost shaker of salt. Join City Pulse and LEPPA for the third year of the highly successful margarita festival! Attendees will sample up to 15 signature margaritas from Lansing-area bars and restaurants, and will pick their favorite!

Please complete the following as it applies to you and return to mindy.biladeau@lepfa.com.

PARTICIPANT SPONSOR (LIMIT 15)

MARGARITA FEST WILL PROVIDE:

- Planning and execution of event for 900 people

PROMOTIONAL RECOGNITION:

DIGITAL:

- Logo/mention on event ticket page
- Minimum of one exclusive email blast sent to City Pulse promotions email list
- Logo/mention in event ads, listings, social media posts, e-newsletters (7,039 subscribers) wherever possible

PRINT:

- Name listing on a minimum of (4) 1/2 page print ads in City Pulse as available
- Logo/mention on all promotional collateral
- City Pulse & LEPPA social media sites promoting the event (link inclusions where applicable)
- Logo/mention on full page post-event ad in City Pulse

ON SITE:

- 10x10 tent
- Back bar table
- Serving table

- (1) 20 amp electrical service
- Lighting
- Tequila to use for margarita samples
- Option to provide bounce back message on text-to-vote message (coupon, offer, etc.)
- Cups for sampling
- Non-branded tent sign
- Right to further integrate your presence and promote your business via coupons, giveaways, etc.
- Opportunity to host an online giveaway

FIRST RIGHT OF REFUSAL:

- First option to renew sponsorship for 2021

VALUE: \$7,000

PARTICIPANT SPONSOR WILL PROVIDE:

- Logo for promotional inclusion
- Trained bartender
- Cash investment of by 4/1/2020 + margarita mix for 1,000 people

I AGREE TO PARTICIPATE AS A PARTICIPANT SPONSOR OF MARGARITA FEST FOR THE INVESTMENT OF: \$350

COMPANY: _____ CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

DESCRIBE WHAT YOU WILL BE SERVING: _____

ADDITIONAL POWER NEEDS: _____

X: _____ DATE: _____ X: _____ DATE: _____

PARTICIPANT SIGNATURE

MARGARITA FEST REPRESENTATIVE SIGNATURE

PARTICIPANT PRINT NAME

MARGARITA FEST REPRESENTATIVE PRINT NAME