



**Help us find our lost shaker of salt.** Join the highly anticipated event of the summer as LEPFA and Lansing City Pulse partner up for Lansing's 3rd Annual Margarita Fest. Sample up to 15 signature margaritas from Lansing area bars and restaurants, enjoy food trucks, and live entertainment on Lansing's beautiful riverfront.

## PRESENTING SPONSOR

### MARGARITA FEST WILL PROVIDE:

- Planning and execution of event for 1,000 people
- Category exclusivity
- Exclusive naming rights to "Margarita Fest presented by 'Company Name'"

### PROMOTIONAL RECOGNITION:

#### DIGITAL:

- Logo/mention in event ads, listings, social media posts, e-newsletters (6,504 subscribers) wherever possible
- Recognized as the presenting sponsor on LEPFA's social media networks, Twitter (3,124) and Facebook (5,329)
- Logo on event website margaritafestlansing.com

#### PRINT:

- Logo on event ticket page
- Exclusive color ad on print-at-home tickets; up to 1,000 unique impressions
- Logo on all signage and promo materials
- Logo on sample cards
- Logo or mention within City Pulse ads; circulation of up to 72,000

### EVENT RECOGNITION:

- Opportunity to display up to 2 sponsor provided banners
- Table/booth/outdoor display marketing options
- Brief presentation to crowd at event
- Stage/DJ mentions

### GIFTS:

- (12) GA tickets

### FIRST RIGHT OF REFUSAL:

- First option to renew sponsorship for 2021

**VALUE: \$15,000**

### PRESENTING SPONSOR WILL PROVIDE:

- Logo for promotional inclusion
- \$7,500 cash investment

I AGREE TO PARTICIPATE AS THE PRESENTING SPONSOR OF MARGARITA FEST FOR THE INVESTMENT OF \$ \_\_\_\_\_

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

X: \_\_\_\_\_ DATE: \_\_\_\_\_ X: \_\_\_\_\_ DATE: \_\_\_\_\_  
PARTICIPANT SIGNATURE MARGARITA FEST REPRESENTATIVE SIGNATURE

\_\_\_\_\_  
PARTICIPANT PRINT NAME

\_\_\_\_\_  
MARGARITA FEST REPRESENTATIVE PRINT NAME