



**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.

**TEQUILA SPONSOR**

**MARGARITA FEST WILL PROVIDE:**

- Planning and execution of event for 1,000 people

**PROMOTIONAL RECOGNITION:**

**DIGITAL:**

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

**PRINT:**

- Display of sponsor provided table top cards/displays at margarita booths and seating tables
- Logo on sample cards
- Logo on limited signage and promo materials
- Logo or mention within City Pulse ads; circulation of up to 72,000

**EVENT RECOGNITION:**

- Opportunity to display up to 2 sponsor provided banners
- Stage/DJ mentions

**GIFTS:**

- (8) GA tickets

**VALUE: \$10,000**

**TEQUILA SPONSOR WILL PROVIDE:**

- Logo for promotional inclusion
- \$2,500 cash investment + \$2,500 cash/trade

I AGREE TO PARTICIPATE AS THE TEQUILA 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