



Dear Valued Guest,

It's fast approaching! The *26th Annual Dunedin Mardi Gras Parade & Festival* will be held on Tuesday, February 28th in Downtown Dunedin. I would like to invite you to participate as a Sponsor of one of our brand new **Parade, Stage & VIP Packages**. This is a brand new way for you to show appreciation for your existing clients while also directly interacting with potential new ones. The event, which attracts thousands of visitors from throughout the Tampa Bay Area, will be expanding this year with the addition of the Saturday afternoon festival running between 1PM and 10PM.

This event is a wonderful opportunity for you to promote your product and your expertise to potential new customers. We promote the Festival through multiple channels including print advertising and editorial, radio spots, billboards, posters, digital newsletters and social media. When you become an Official Partner we will brief you on what specific actions we take to reach our audience. We will also work with you and your social media team to ensure that your promotional goals are met.

About the Show:

Dunedin Mardi Gras Parade & Festival is an annual festival held in Downtown Dunedin. This Signature event is one of the largest Mardi Gras Celebrations in the Southeast. Its Main Parade has traditionally been held on Fat Tuesday since its inception and attracts upwards of 25,000 attendees from throughout the Tampa Bay Area and beyond. In 2017, we are looking forward to continued expansion. It is presented by the Downtown Dunedin Merchants Association in cooperation with the City of Dunedin's Community Redevelopment Agency.

Thank you in advance for participating in this wonderful event. I look forward to working with you soon,

Gregory Brady, President
Downtown Dunedin Merchants Association, A 501©6 Corporation
Events@DunedinMerchants.Com
727-437-3569, Prompt #1

Dunedin Mardi Gras Parade, Stage & VIP Sponsorships

The Ultimate Good Times Package!

These packages put you and your brand in front of over 25,000 fans and allow you to directly interact with your existing and potential clients.

Mardi Gras Stages - WEST END, EAST END - \$2,500.00 (2 total available)

- Naming rights of stage "Your Name Stage"
- Listed on Event Map at event and online
- Logo on Official Event Poster
- Multiple mentions on social media (at least 3)
- Option to place banner on stage
- Opportunity to make announcements on stage and introduce band
- Photo opportunity with band (s)
- 2 VooDoo Lounge VIP Passes/Stage Sponsor Badge and Lanyard
- 1 Bottle of Champagne in VIP VooDoo Lounge
- No Cover Charge to Mardi Gras After Party
- Invitation to Annual Media & Sponsor Reception

Mardi Gras Pioneer Park Main Stage - \$5,000.00 (1 available)

- Naming rights of Headlining Act Main Stage "Your Name Stage" for Two Days (Saturday Festival and Fat Tuesday Celebration)
- Listed on Event Map at event and online
- Logo on Official Event Poster
- Logo on Official Event T-Shirt
- Multiple mentions on social media (at least 3)
- Option to place banner on stage
- Opportunity to introduce Headlining Act

- Photo opportunity with band (s)
- 30 second ad spot on LED Screens at event
- 1 Official Event T-Shirt
- 4 VooDoo Lounge VIP Passes/Stage Sponsor Badge and Lanyard
- 1 Bottle of Champagne in VIP VooDoo Lounge
- No Cover Charge to Official Mardi Gras After Party
- Invitation to Annual Media & Sponsor Reception



VooDoo Lounge VIP & Hospitality Sponsor - \$2,500.00 (2 available)

- Presenting Sponsor of VooDoo Lounge VIP & Hospitality Area
- Listed on Event Map at event and online
- Logo on Official Event Poster
- Logo on Official Event T-Shirt
- Logo on Official VooDoo Lounge Social Media Photo Frames
- Multiple mentions on social media (at least 3)
- Logo listed on banner inside VIP
- 30 second ad spot on LED screens at event
- 1 Official Event T-Shirt
- 4 VooDoo Lounge VIP Passes/Lounge Sponsor Badge and Lanyard
- 1 Bottle of Champagne in VIP VooDoo Lounge
- No Cover Charge to Official Mardi Gras After Party
- Invitation to Annual Media & Sponsor Reception

Mardi Gras Parade Presenting Sponsor - \$7,500.00

- Presenting Sponsor of Main Event Parade on Douglas Avenue. "Dunedin Mardi Gras Parade presented by..." in all press releases and Info Sheets
- Listed on Event Map at event and online
- Logo on Official Event Poster
- Logo on Official Event T-Shirt
- Logo on Official VooDoo Lounge Social Media Photo Frames
- Option to place banners on parade route
- 10x10 space at event
- Multiple mentions on social media (at least 3)
- 30 second ad spot on LED screens at event
- 2 Official Event T-Shirt
- 6 VooDoo Lounge VIP Passes/Lounge Sponsor Badge and Lanyard
- 1 Bottle of Champagne in VIP VooDoo Lounge
- No Cover Charge to Official Mardi Gras After Party
- Invitation to Annual Media & Sponsor Reception

Mardi Gras Ticket Station Sponsor - \$1,000.00 (4 available)

- Opportunity to place your banner inside Ticket Station

- Option to man Ticket Station with your organization staff members wearing your branded items (t-shirts, name tags, etc.)
- Social Media Shoutouts (at least 1)
- 2 VooDoo Lounge VIP Passes
- No Cover Charge to Official Mardi Gras After Party
- Invitation to Annual Media & Sponsor Reception

Ask us about customized sponsorships tailored to meet your business needs!



Want to invite more of your friends or clients to join in the fun?

All Stage and VIP Sponsors receive a 25% discount on any additional VooDoo Lounge VIP Passes needed. Please contact me to arrange this.

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