



**DATE:**

**Greetings to you from the Krewe of Hebe!**

Preparations are underway to make the 2023 – 32nd Annual Mardi Gras Upriver Celebration the BEST YET! Our theme this year is **“MYTHOLOGY MADNESS!”** We will have exciting activities for the family all weekend long which will include a huge variety of food vendors that return each year with their tempting, tasty offerings along with a Fun Carnival Area for children of all ages. Some of the most talented and varied craftsmen will, again, bring to Jefferson their beautiful and colorful Arts and Crafts to display and sale. We will also continue to provide Live Music and Entertainment all weekend long.

This year we are offering several ways that you or your company can help to keep our Mardi Gras in Jefferson, Texas growing! We will strive to distribute our Mardi Gras brochures, BEFORE THE HOLIDAY SEASON, throughout town and surrounding areas to advertise Mardi Gras and the wonderful people and businesses in our community.

We respectfully ask that you fill out the enclosed Sponsorship and/or Brochure form and return it with your remittance and advertisement. Please keep a copy of this form as a receipt for your records. If you would like to be invoiced, please let us know.

Thank you in advance for your participation.

Sincerely,

*Amanda Powell*

Krewe of Hebe, President



## SPONSORSHIP LEVELS

Mardi Gras has the venue, the publicity and the spenders who want to pass a good time. As a Mardi Gras sponsor, your business benefits and you help to preserve our heritage, culture and the arts. Mardi Gras Upriver, Jefferson, Texas throws a weekend long family friendly festival that focuses on the heritage of Mardi Gras. The organization depends on corporate sponsorships, grants and donations for its funding.

[We can't do it without YOU!](#)

SPONSORSHIP LEVELS				
	KING'S	QUEEN'S	DUKE'S	DUCHESS'
<b>Cost</b>	\$5,000	\$2,500	\$1,000	\$500
<b>Business Listing advertised included in:</b>				
<b>Media Kit</b>	X	X	X	X
<b>Social Media</b>	X	X	X	X
<b>Radio</b>	X	X		
<b>KOH - 1 year Membership(s)</b>	4	2	1	1
<b>Mardi Gras Upriver Website Business Listing</b>	Link	Link	Listing	Listing
<b>Logo on TV Advertisement/Commercial</b>	Yes	Yes	No	No
<b>Queen Mab Ball</b>	2 Free Tables	1 Free Table	4 Tickets	2 Tickets
<b>Prominently displayed signage (provided by sponsor) within the festival area during the event.</b>	Yes	Yes	No	No
<b>Venue to give collateral product items at all sponsored events</b> <i>*upon request and approval</i>	Yes	No	No	NO
<b>Ad in Mardi Gras Upriver Brochure</b>	Full Page <small>as Major Sponsor</small>	Full Page	Full Page	1/2 Page
<b>Parade Entries</b>	2	1	0	0
<b>Ride on Krewe of Hebe Float during the Grand Parade</b> <i>*subject to space availability</i>	Yes	No	No	No

**Media Kit** – Identification as an event sponsor in all advertisement and press releases



Proudly Celebrates

**“Mythology Madness”**

**February 17<sup>th</sup>-19<sup>th</sup>, 2023**

Full Color Brochure and Sponsorship

Deadline for AD Material: November 30th, 2022

*(All sponsorship's will pay for your name/business in the 2023 Mardi Gras Brochure.)*

**General Level of Participation**

- \_\_\_\_\_ \$75: 1/4 Page Advertisement (business card size)
- \_\_\_\_\_ \$125: 1/2 Page Advertisement and Website Link
- \_\_\_\_\_ \$200: Full Page Advertisement and Website Link

**Sponsorship Levels of Participation:**

- \_\_\_\_\_ \$500: Duchess' Sponsorship
- \_\_\_\_\_ \$1,000: Duke's Sponsorship
- \_\_\_\_\_ \$2,500: Queen's Sponsorship
- \_\_\_\_\_ \$5,000: King's Sponsorship

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Telephone Number:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

I, \_\_\_\_\_, a representative of Mardi Gras Upriver, hereby acknowledge receipt of \_\_\_\_\_ in the sum of \$ \_\_\_\_\_, from \_\_\_\_\_, representative of \_\_\_\_\_ sponsorship, on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_, **Mardi Gras Upriver Representative**

Please provide ARTWORK/INFORMATION exactly as you would like for it to appear in the ad. You may provide us with a business card or camera ready artwork (high resolution/300 dpi) is preferred. You may also text this information to Amanda Powell at 903-926-6961

**PAYMENT: Mail to: Krewe of Hebe, P.O. Box 562, Jefferson, TX 75657 or we will invoice you.**

Email AD Artwork to: [robinh@mybrownrigg.com](mailto:robinh@mybrownrigg.com)

Questions, call Robin Howard at 903.240.6809 or 903.665.2111 or Amanda Powell at 903-926-6961

**FOR OFFICE USE ONLY:**

Payment Method:

- Cash
- Check #: \_\_\_\_\_
- Credit Card

Invoice Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Zip: \_\_\_\_\_