



October 19, 2020

Hello from the Krewe of Hebe!

Preparations are underway to make the 2021 - 32nd Annual Mardi Gras Upriver Celebration the BEST YET! Can you believe we have been doing this for 32 years!! It wouldn't be possible without your continued support. Our theme this year is **"STEAMPUNK,"** and to say we are excited is an understatement! We are confident this is going to bring people to Jefferson who have NEVER BEEN HERE BEFORE! This theme has a very dedicated following and we are excited for Jefferson to experience that.

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 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. Also, two years ago we started Thursday night "Family Fun Night" and that continues to grow each year. **We have a few new things we are looking to do this year as well, so be on the lookout for those!**

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 guarantee to have these brochures in business **BY CANDLELIGHT!**

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. You can contact Amanda Powell at 903.926.6961 if you have any questions or would like to submit over the phone.

Thank you in advance for your participation.

Sincerely,

*Amanda Turner*

Krewe of Hebe, President



## SPONSORSHIP LEVELS

Mardi Gras has the venue, the publicity and the spenders who are ready for 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!](#)

We are offering a new advertising option for our King and Queen level sponsorships! We will include a banner with your businesses ad in the Entertainment area for all to see!!

King's Sponsorship will include a 4X6 Banner

Queen's Sponsorship will include a 2X3 Banner

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>				
Media Kit	X	X	X	X
Social Media	X	X	X	X
Radio	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 as Major Sponsor	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*

*If you have any questions, please contact Amanda Powell at 903.926.6961*



Proudly Celebrates

**“STEAMPUNK”**

**February 5<sup>th</sup> - 7<sup>th</sup> 2021**

Full Color Brochure and Sponsorship

**Deadline for AD Material: November 13th, 2020**

*(All sponsorship's will pay for your name/business in the 2021 Mardi Gras Brochure.)*

**General Level of Participation**

- \_\_\_\_\_ \$50: 1/4 Page Advertisement (business card size)
- \_\_\_\_\_ \$90: 1/2 Page Advertisement and Website Link
- \_\_\_\_\_ \$175: 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:** \_\_\_\_\_

**Payment Information** Cash Check #: \_\_\_\_\_ Credit Card\* (if credit card, please fill out below)

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

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

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.*)

Mail payment along with this form to: Krewe of Hebe, P.O. Box 562, Jefferson, TX 75657 OR

Email AD Artwork to: [anpowell82@yahoo.com](mailto:anpowell82@yahoo.com) or [kreweofhebe@gmail.com](mailto:kreweofhebe@gmail.com)

**COVID Disclaimer:** If Mardi Gras is cancelled, your sponsorship will transfer to the following year's book and we will keep the same theme. We are working hard to ensure this does not happen, however, we are monitoring this very closely.

**If you have any questions, please call or text Amanda Powell at 903.926.6961.**

FOR OFFICE USE ONLY:

Received Date: \_\_\_\_\_

Received By: \_\_\_\_\_

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