

2019



LAKE CHARLES



SPONSORSHIP  
PACKAGE

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## ***ARE YOU LOOKING TO HELP PROMOTE TOURISM IN SWLA AS WELL AS GET ADDED PUBLICITY FOR YOUR COMPANY?***

The Louisiana Pirate Festival Board of Directors is extending an invitation to leaders in the community as well as surrounding areas to become sponsors of the May 2-5, 2019 Louisiana Pirate Festival. Your sponsorship is invaluable and supports the festival, a Southwest Louisiana tradition that is over 61 years in the making.

Louisiana Pirate Festival, Inc, is a 501(c)3 non-profit organization relying heavily upon the support of the community to bring many of the major events, music entertainment and attractions to Southwest Louisiana each May. This, in turn, strengthens the local economy, bringing in more visitors and helping the festival grow.

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# THE STORY BEHIND THE LOUISIANA PIRATE FESTIVAL



In 1957, a group of local businessmen from the Downtown Division of the Lake Charles Association of Commerce (later known as the Chamber of Commerce) formed Lake Charles Contraband Days, Inc. (today - known as the Louisiana Pirate Festival, Inc.) for the sole purpose of developing a program to utilize the Lake Charles areas in recreational and cultural activities and to attract tourists. The group opted for a pirate theme with the legend of Lafitte's Buried Treasure along Contraband Bayou thus the first Annual Contraband Days festival was held in June 1958 as a one-day event with a boat parade, water ski show, and boat races. A few years later, this group of men formed another organization called the Buccaneers of Lake Charles, Inc., and added entertainment by dressing in pirate attire and costume. A "Jean Lafitte" would be selected to lead the Buccaneers to "Capture the Mayor and take over the City." Part of the Buccaneer group would also dress in "City Militia" attire, armed with real cannons to try to ward off Lafitte & his buccaneers from landing as part of the entertainment.

The Buccaneers of Lake Charles is the primary part of the festivals "pirate themed" entertainment, begins and ends the festivities, and promotes the festival year round.

Louisiana Pirate Festival, Inc. is the organization that plans, organizes and budgets for the festival's events, and 61 years later, the Louisiana Pirate Festival has grown from a one day to a twelve-day festival with a variety of entertainment. This year, 2019, the festival will take place May 2-5 on the grounds of the Lake Charles Civic Center!



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# 2019 Louisiana Pirate Festival - Sponsorship Opportunities

	<b>Captain Sponsorship \$15,000.00</b>	<b>Pirate Sponsorship \$10,000.00</b>	<b>First Mate Sponsorship \$5,000.00</b>	<b>Bounty Sponsorship \$2,500.00</b>	<b>Crewman Sponsorship \$1,000.00</b>	<b>Salty Dog Sponsorship \$500.00</b>
<i>VIP Parking Passes</i>	20	15	10	5	2	2
<i>Wristbands for Carnival</i>	20	15	10	5	2	0
<i>Inclusion on any on-site advertising including festival map, signage and schedule of events</i>	<b>Name &amp; Logo</b>	<b>Name &amp; Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Listing</b>	<b>Listing</b>
<i>Logo Placement with link on LPF website</i>	<b>Prominent</b>	<b>Prominent</b>	<b>Listing</b>	<b>Listing</b>	<b>Listing</b>	<b>Listing</b>
<i>Placement on purchased print ads</i>	<b>All purchased</b>	50% of purchased ads	25% of purchased ads	<b>Pick One: 25% of purchased of purchased ads - TV, Radio or Print</b>	No	No
<i>Placement on purchased TV ads</i>	<b>All purchased</b>	<b>All purchased</b>	50% of purchased ads		No	No
<i>Mention on purchased radio ads</i>	<b>All purchased</b>	<b>All purchased</b>	50% of purchased ads		No	No
<i>Interactive marketing space during festival</i>	<b>10x10 area</b>	<b>10x10 area</b>	<b>10x10 area</b>	<b>10x10 area</b>	<b>10x10 area</b>	<b>No</b>
<i>VIP Seating at stage</i>	15	10	7	5	2	No
<i>Tickets to Ball</i>	2 Tables (20)	1 Table (10)	6	4	2	0
<i>Opportunity to address audience on stage</i>	3 minutes per day	No	No	No	No	No
<i>Stage and PA Announcement mentions during festival</i>	Throughout festival	Between acts and at sponsored event	3x per day	2x per day	1x per day	No
<i>Signage and banner placement</i>	<b>Stage &amp; thought-out grounds</b>	<b>Festival grounds (4)</b>	<b>Festival grounds (2)</b>	<b>Festival grounds (1)</b>	<b>Listing on Festival Banner</b>	<b>Listing on Festival Banner</b>
<i>Naming Rights</i>	<b>Stage</b>	Children's Area, Ball or Fireworks	<b>Gate Sponsor (Per Day)</b>	<b>BBQ Cookoff</b>	<b>Poster Contest</b>	<b>No</b>

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# 2019 SPONSORSHIP AGREEMENT



## Sponsorship Level

- \_\_\_\_\_ - Captain—\$15,000
- \_\_\_\_\_ - Pirate—\$10,000
- \_\_\_\_\_ - First Mate—\$5,000
- \_\_\_\_\_ - Bounty—\$2,500
- \_\_\_\_\_ - Crewman—\$1,000
- \_\_\_\_\_ - Salty Dog—\$500

Please complete the agreement below:

\_\_\_\_\_  
Company Name (as you wish to be acknowledged)

\_\_\_\_\_  
Printed name of main contact person

\_\_\_\_\_  
Address (street, city, state, zip)

\_\_\_\_\_  
Phone Number (cell number of contact for use during the event)

\_\_\_\_\_  
E-Mail Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Please submit this sponsorship agreement and payment to: Louisiana Pirate Festival, PO Box 679, Lake Charles, LA 70602*

### *Office Use Only*

Sponsorship received by: \_\_\_\_\_ Date: \_\_\_\_\_

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# 2019 TERMS & CONDITIONS

1. For the purposes of this Agreement, the terms "you" and "your" shall mean the business or company identified above; the terms "we," "our," "event," "festival," and "LPF" shall mean the Louisiana Pirate Festival as well as, and including, its board of directors, members and agents; the festival is scheduled to occur May 2-5, 2019; the terms "venue" or "festival grounds" shall mean Lake Charles Civic Center, Lake Charles, Louisiana.
2. Our obligation to place your logo on any festival advertising, website, t-shirts, banners or any other promotional material is contingent on your ability to timely provide us with proper digital files containing appropriate copies or images of your logo. We recommend you provide your logo to us in the following format(s): PNG, EPS, or AI with 300 dpi resolution. We will also accept TIFF and JPG file formats. We will not design, format or re-format your logo for purposes of festival advertising. Insofar as you have provided us with proper digital copies of your logo, we will place a color logo on the website; logos on printed materials, including t-shirts and banners, will be printed in either black or white ink at our discretion.
3. By executing this Agreement, you acknowledge that your sponsorship, upon receipt, will be put towards the costs and expenses of planning, organizing, promoting and conducting the event. Accordingly, sponsorships are non-refundable.
4. Further, you agree and understand that if we are unable to process your payment for any reason (e.g., insufficient funds, returned check), this Agreement shall become null and void and you agree to reimburse us for all reasonable and expected costs and expenses incurred by us in attempting to process your payment.
5. All correspondence about the festival, including changes relating to this Agreement and information regarding the time and/or location of the festival as well as your participation in the festival, will be emailed to you at the address you provided or communicated to you by phone at the phone number you provided as well as posted on all LPF social media pages and on our website at [www.louisianapiratefestival.com](http://www.louisianapiratefestival.com).
6. All contributions are tax-deductible. Please keep a copy of this Agreement for your records.

## Acknowledgement of Terms

You hereby warrant and confirm that the information provided is, to the best of your knowledge, true and correct. You further certify that you have read this entire document and accept the terms and conditions contained herein.

I, \_\_\_\_\_, AM AUTHORIZED TO ENTER AND EXECUTE THIS CONTRACT ON BEHALF OF \_\_\_\_\_ (the "Company") AS ITS \_\_\_\_\_ AND HEREBY BIND THE COMPANY TO THE TERMS AND CONDITIONS OF THIS CONTRACT AND AUTHORIZE THE PAYMENT, AS SHOWN ABOVE, TO BE PROCESSED BY THE LOUISIANA PIRATE FESTIVAL.

SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Accepted by \_\_\_\_\_ on behalf of the Louisiana Pirate Festival this \_\_\_\_\_

day of \_\_\_\_\_, 20\_\_\_\_.

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