



February 28, 2010

Plans are now underway for our 2010 Breaux Bridge Crawfish Festival® which will be held April 30, May 1 and 2, 2010. We are excited to offer you an opportunity to participate in our sponsorship program. We hope we will be able to include you in our plans for the festival.

The Breaux Bridge Crawfish Festival is one of the oldest, most well known festivals in Louisiana. This is a unique opportunity to join in the tradition of what Louisiana is known for: CRAWFISH AND MUSIC!

Giving back to our community is our number one mission. Over the years the Breaux Bridge Crawfish Festival Association has been instrumental in bringing positive changes to the City of Breaux Bridge and St. Martin Parish. Other civic organizations, schools, athletic organizations and civic improvements all look to the BBCFA for funding. Available for your review is a list of donations that we have given to the community over the years. By helping the Breaux Bridge Crawfish Festival, you are literally helping thousands live a better life.

The Breaux Bridge Crawfish Festival Association's commitment to the community is an all year endeavor. We shop at the local grocery stores, gift shops, restaurants and businesses. We also promote the City of Breaux Bridge and St. Martin Parish all year long via our website, phone call inquiries, and all media who showcase our festival. As everyone knows, on festival weekend all hotels, B&B's and campgrounds are filled to capacity from Baton Rouge to Jennings. These visitors spend their money at gas stations, restaurants, shops, grocery stores and many other places. The BBCFA creates a tremendous economic impact on the surrounding area.

The Breaux Bridge Crawfish Festival has been awarded FESTIVAL OF THE YEAR in Division II (festivals with attendance of 25,001 – 50,000) by the Louisiana Association of Fairs and Festivals at its annual convention this past weekend. Since the inception of this award 11 years ago, Breaux Bridge has received this award 10 times. It is an honor to be recognized by your peers, and it is an award we proudly share with everyone involved in our organization and our community.

The Crawfish Festival began in 1960 as a spin-off after the success of the 1959's 100th anniversary of the incorporation of Breaux Bridge as a city. This year, we are celebrating "50 years of the Crawfish". The documentary that we have been working on the last two years will be unveiled.

We hope that with your partnership we can continue to be a vital instrument to everyone who relies on our funding for their projects, and offer you the unique opportunity to be a part of that contribution, and to advertise to the thousands of visitors who make the annual pilgrimage to the World Famous Breaux Bridge Crawfish Festival™.

Please review the enclosed proposal and contact me to discuss the options you may be interested in. If you have any questions, please do not hesitate to call us at 337-224-2605, or email us at info@bbcrawfest.com. We look forward to working with you and hope to see you during Festival Time!

Sincerely,

Byron J. Blanchard
Corporate Sponsor Chairperson

Mark L. Bernard
BBCFA President



P.O. BOX 25 | BREAUx BRIDGE, LA 70517

SPONSORSHIP BENEFITS

WHY BE A CORPORATE SPONSOR FOR THE CRAWFISH FESTIVAL?

The Crawfish Festival is *known worldwide and its name recognition offers tremendous visibility*. The Breaux Bridge Crawfish Festival provides the ability to connect with an audience who has a passion for the unique experience of visiting South Louisiana; listening and dancing to Cajun & Zydeco Music and of course; eating the favorite dish of Cajuns: Crawfish. This can be extremely beneficial to companies seeking a connection to people who love the Cajun lifestyle.

Partnership with the Breaux Bridge Crawfish Festival equals Exposure!

- This year, we will be unveiling a documentary in honor of our 50th year of being the Crawfish Capital of the World.
- In 2009, we were featured in Songline's Magazine's October 2009 article on Zydeco Music.
- In 2009, we were featured in Ride Texas, May 2009 Issue *Join the Party in Breaux Bridge, Louisiana*
- The Breaux Bridge Crawfish Festival has received the Festival of the Year, Division 2, from the Louisiana Association of Fairs and Festivals 10 times, including 2009, as well as Best Poster, Brochure, Cap and Best T-Shirt in the Marketing Awards Division this year.
- In October of 2003, we were featured in *"All American Festivals: The Crawfish Festival"*, a 30 minute show on the Food Network.
- The Breaux Bridge Crawfish Festival was also filmed for a 30 minute Chinese documentary which aired on *Voice of America*. It is presently being translated in English to broadcast in the New York area in the near future.
- We were also selected as the 4th top food eating contest on *The Travel Channel's Top 10 Food Eating Contests* broadcast in early 2003.
- The festival was also picked as a *2003 Top 25 Small Town USA Event* by Events Media. The organization, in partnership with the Weather Channel's Web site, www.weather.com, announced the awards in May.
- The Breaux Bridge Crawfish Festival was named a *May 2003 Top 20 Event* by the Southeast Tourism Society.
- Picked as the #2 Food Festival in an article published in USA Today in April 2002.
- The festival has been featured in national publications including: *Southern Living; The New York Times; Savour; Atlanta Constitution; Country Living; Country Cooking; Motorhome Magazine; Better Homes & Gardens Cooking Magazine National Geographic Traveler; Where Magazine.*
- It has also received national television coverage from: ABC; CBS; NBC; CNN; Travel Channel; Food Channel; Good Morning America; CBS Sunday Morning and Voice of America.
- Sponsors will be provided statewide, national and international exposure and the opportunity to

promote goodwill to a very significant sector of the tourism industry.

- Opening Ceremonies and other segments of the festival are televised from numerous local and state television stations along with several live radio remotes from around Acadiana. Local newspaper advertisements that reach thousands of Southern Louisiana residents will be with the Teche News, the Daily Advertiser, The Times of Acadiana, and the Independent.
- Corporate sponsors receive benefits tailored to their industry and interests with a primary presence on advertising as well as signage at the event. Major sponsors will be offered the opportunity of premium booth spaces and in some cases, including exclusivity and sampling opportunities.
- Logo presence and direct link for one year on the Crawfish Festival Website visited by several thousand visitors each year. Our website is one of the top five sites all year long in the Lafayette Convention and Visitors Commission area.

BREAUX BRIDGE CRAWFISH FESTIVAL

at Parc Hardy
April 30, May 1 & 2, 2010

SPONSORSHIP OPPORTUNITIES

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\$5,000 and above

Sponsorship will entitle you to:

- Corporate Banner hung across both Entertainment Stages
- Banner will be placed at Main Gate Entrance
- Banner along fencing at Rees Street.
- Sponsorship will be incorporated into all media advertisements of Crawfish Festival
- Sponsorship announcements at scheduled times throughout festival weekend on both stages and at contest scheduled in Heritage Tent
- Five (5) Official 2010 Crawfish Festival Posters
- Ten (10) Official 2010 Crawfish Festival T-shirts
- Fifty (50) Crawfish Festival Weekend Entry Passes
- Five (5) Rear Lot Parking Passes
- Premium Booth Space on Festival Grounds if you so desire
- Free Entry in our Festival Parade
- Invitation of one (1) Entry into our Celebrity Crawfish Eating Contest
- Invitation of one (1) Team Entry into our Crawfish Etouffee Cooking Contest
- Onstage opportunity to go during band changes/contests to disseminate marketing throws outs.
- Crawfish Festival Website Logo presence and direct link

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\$2500 to \$4999

Sponsorship will entitle you to:

- Banner will be placed near both Entertainment Stages
- Banner along fencing at Rees Street.
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- Three (3) 2010 Crawfish Festival Posters
- Five (5) Official 2010 Crawfish Festival T-shirts
- Thirty (30) Crawfish Festival Weekend Entry Passes
- Five (5) Rear Lot Parking Passes
- Booth Space on Festival Grounds if you so desire
- Crawfish Festival Website Logo presence and direct link



\$1000 to \$2499

Sponsorship will entitle you to:

- Corporate Banner will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- Two (2) 2010 Crawfish Festival Posters
- Five (5) Official 2010 Crawfish Festival T-shirts
- Twenty (20) Crawfish Festival Weekend Entry Passes
- Five (5) Crawfish Festival Parking Passes
- Booth Space on Festival Grounds if you so desire
- Crawfish Festival Website Logo presence and direct link visited each year by several thousand visitors. Our website is one of the top five sites all year long in the Lafayette Convention and Visitors Commission area



\$500 to \$999

Sponsorship will entitle you to:

- Corporate Banner will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- One (1) 2010 Crawfish Festival Poster
- Five (5) Official 2010 Crawfish Festival T-shirts
- Ten (10) Crawfish Festival Weekend Entry Passes
- Five (5) Rear Lot Crawfish Festival Parking Passes



\$250 to \$499

Sponsorship will entitle you to:

- Corporate banner will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- One (1) 2010 Crawfish Festival Poster
- Five (5) Official 2010 Crawfish Festival T-Shirts
- Five (5) Crawfish Festival Weekend Entry Passes



\$100 to \$249

Sponsorship will entitle you to:

- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- One (1) 2010 Crawfish Festival Poster
- Five (5) Crawfish Festival Weekend Entry Passes



P.O. BOX 25 | BREAUX BRIDGE, LA 70517

2010 Corporate Sponsor Information Sheet

Business Name: _____

Contact person(s): _____

Business address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Fax: _____

Website: _____

E-mail: _____

Level of sponsorship (please check one):

- Crowdaddy level (\$5000 and up)
- Big Pincher level (\$2500 to \$4999)
- Tail Snapping level (\$1000 to \$2499)
- Hot-n-Spicy level (\$500 to \$999)
- Corn and Potatoes level (\$250 to \$499)
- Friends of the Festival (\$100 to \$249)

*Please indicate if invoicing is necessary from our office, as we are a non-profit (501(c)) organization.

*Please send this letter with your sponsorship, or indicate otherwise, to the address above.

I appreciate the opportunity to answer any and all questions. Please contact me directly if necessary. My cell phone is 337-224-2605; home phone is 337-332-5405. My e-mail is info@bbcrawfest.com

Byron Blanchard
Corporate Sponsorship Chairperson