

The Mobile Mardi Gras Trail

is a non-profit initiative, is a project of the Historic Mobile Preservation Society, created to increase community engagement in Mobile's history and the arts.

The Mardi Gras Trail a series of historic markers which tell the real story of the first 100 years of mystic parades in Mobile and provide a clear visual chronological overview of the city's social and cultural development, supported by online resources and documentation. Altogether, the sites of the Trail reveal the connection between Mobile's Mardi Gras and the city's rich history as a busy urban port and a center of culture in the Deep South.

The first series of historical markers extends from the river to Royal Street and then to Bienville Square. Each historic marker will be surrounded with an installation of commemorative bricks, replacing portions of the sidewalk at these locations. The result will enhance the look of downtown overall and provide the public and visitors with more knowledge about Mobile's unique and diverse heritage along with the real history of mystic festivity in Mobile.

Guided tours are now available daily, the only guided walking tours in the city.

The installation of bricks and historic markers, educational programs provided for the public, as well as materials for students in the classroom are all funded entirely through corporate and private sponsorships.

More information about each site and about the goals of the Mobile Mardi Gras Trail are on the website:

mobilemardigrasrail.com

The Historic Mobile Preservation Society is a non-profit 501C3 organization. Its main support comes from private, corporate and individual sponsors. With this support, the HMPS creates programs like the Mobile Mardi Gras Trail, designed to increase awareness of the city's unique and irreplaceable history, inspire unity and engage the Mobile community in an appreciation of our common heritage. All contributions are tax-deductible.

We also view corporate/non-profit partnerships as essential to community progress and welcome ideas and opportunities to work with you in any capacity.

Please consider becoming an event sponsor, sponsoring a brick or becoming a signature sponsor for the historic plaque at one of the sites marked along the Trail, leaving your name or logo permanently etched into Mobile's history, to be valued by your grandchildren and their grandchildren.

CORPORATE PARTNERS & INDIVIDUAL SPONSORS

All Sponsors Receive:

VIP ticket to Mobile Mardi Gras Trail Mystic Concert on the River

Newsletters with updates on the progress of the Trail and historical information about the sites on the Trail as well as other preservation news posted regularly.

In-depth historical Information about the mystic organization of your choice.

Website recognition

20% discount on all MMGT tours and special events

Here's an article about it from *Lagniappe* :

<http://www.lagniappemobile.com/mobile-mardi-gras-trail-set-to-become-a-reality/>

Sponsorship Levels

All sponsors' names and/or business logos appear on:

- 1) website** (with an average of 2,500 hits per month)
- 2) eNewsletter** (sent bi-weekly to mailing list of approximately 350)

Friends \$85 & up

Includes one 4 X 8 brick inscribed with two lines of text

Green \$115 & up

Includes one 4 X 8 brick inscribed with three lines of text

Purple \$300 & up

Choose any combinations of bricks of equal value at the location(s) of your choice.

Gold \$600 & up

Choose any combinations of bricks of equal value.

For example, the donation of \$600 would be the equivalent of

Five 4 X 8 bricks or three 8 X 8 bricks at the location(s) of your choice.

--Name or company logo featured on website, newsletter and tour brochures, distributed to thousands of tourists and residents each month.

Mystic Concert on the River / Bi-Centennial Event Sponsor \$800

Choose any combinations of bricks or a bronze plaque of equal value.

For example, the donation of \$800 would be the equivalent of

Seven 4 X 8 bricks or four 8 X 8 bricks at the location(s) of your choice.

Name or Logo featured prominently in all online and printed advertising for one of the following **PRESERVATION MONTH** events:

Welcome To Mobile Historic Marker Unveiling on the River MAY 5, 2017

An Event of Historic Proportions in Bienville Square MAY 21, 2017

Explore Mobile Historic Marker Unveiling JUNE 4, 2017

Mobile Mardi Gras Trail Mystic Concern on the River JUNE 4, 2017

DEADLINE for MAY & JUNE EVENT SPONSORS: FRIDAY, MARCH 31st

Presenting Sponsor \$1200 & up

Includes a customized 16" X 20 " granite plaque at the MGMT site of your choice.

For example, the donation of \$1200 would be the equivalent of

Presenting Sponsors also receive:

--Designated as a "presenting" sponsor for all media presentations as well as online and printed materials before and during all May and June 2017 events.

--Name or company logo featured on tour brochures, distributed to thousands of tourists and residents each month.

BECOME A MMGT SPONSOR



The Mobile Mardi Gras Trail is a project of the Historic Mobile Preservation Society, a 501 C3 organization dedicated to preserving Mobile's historic places and engaging the public in Mobile's historic traditions. All donations are tax deductible.

Select an amount or enter other:

\$85 \$115 \$300 \$600 \$800 \$1200 other amount

For electronic donations, please see the website,

mobilemardigrasrail.com

Site Selection and projected installation date:

- The foot of Government Street at the River (May 2017)
- Corner of Government and Royal Street (May 2017)
- St. Francis near Bienville Square (May 2017)
- Corner of Government and Washington Ave. (January 2018)
- Royal Street between Conti and St. Francis St. (January 2018)
- Corner of Broad and Spring Hill Ave (May 2018)
- Corner of Broad and Dr. Martin Luther King, Jr. Ave. (May 2018)
- Augusta Street between Broad and Marine Street (January 2018)

Submit online or mail the following information with your check to:

Historic Mobile Preservation Society
Attention: Mobile Mardi Gras Trail
P. O. Box 41171 / Mobile, AL 36640

SPONSOR INFORMATION

Individual or Family Name _____

OR Corporation Name _____

Corporate representative _____

Mailing Address

Email address _____

Cell _____

TEXT TO BE INCLUDED ON YOUR BRICK or PLAQUE:

If you are including an image, please email a .jpg file to:

mardigrastrail@gmail.com

**Deadline for May 2017 Events and Presenting Sponsors:
March 31, 2017**

COMMUNICATION and PARTICIPATION CHOICES

Please respond to any (or all !) of the following, by mail or email:

- Please add me to the "Mobile Mardi Gras Trail News and Information" Facebook Group
- Please add me to the "Historic Bienville Square" Facebook Group
- Please add me to the "Mobile Riverside" Facebook Group
- Please add me to the "Preserve Old Mobile" Facebook Group
- I would like to receive information about volunteer opportunities with the Historic Mobile Preservation Society.
- I would like to receive information about volunteer opportunities with the Mobile Mardi Gras Trail project only.
- I would like to receive more in-depth historical information about the _____ mystic society.
- Please DO NOT send me weekly newsletters by email.
- Please include this person in the weekly newsletter mailing list :
Name _____
Email _____
- Please DO NOT include me or my company in MMSGT or HMPS publicity.
- Please DO NOT focus on my family, company, or brick information in any "Spotlight" article.

What I find most interesting about Mobile's history is ...