

# SPONSOR & PARTNERSHIP EVENT KIT

MARCH 10 2018

EVENT DESCRIPTION

EVENT SCHEDULE

SPONSORSHIP



FOUNTAIN CITY  
**MARDI GRAS**  
*Festival*

[WWW.FCMARDIGRAS.ORG](http://WWW.FCMARDIGRAS.ORG)

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## Fellow Community Members,

The Fountain City Mardi Gras Association (FCMGA) invite our community leaders and members in a fun and groundbreaking scholarship fundraiser. On Saturday, March 10, 2018, the association and members are proud to present to Columbus, the Inaugural Fountain City Mardi Gras. This year theme, **“First of All”** will showcase art, music, and dance inspired by the culture of Mardi Gras and Carnival.

This event supports our Royal Court Scholarship Program. The Fountain City Mardi Gras Royal Court consist of a King, Queen, Knight, Duchess, and Page and represents the brightest of Columbus collegiate, high school, and middle schools respectively. Your support will earn you and your **Krew** (organization) a healthy collection of genuine Mardi Gras **throws** (souvenirs) to wear, donate, or celebrate with.

We have attached a festival event schedule and information page to outline how the day will go. We would greatly appreciate the opportunity to explain the event in more detail and have inserted our event points of contact inside as well. Our aim is to gain \$5,000.00 in scholarship. We also offer other support, sponsorship, and participation opportunities as well. Join in the fun and “Let The Good Times Roll”

Warmest Regards,

Fountain City Mardi Gras Association, Inc.



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## DESCRIPTION:

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The Fountain City Mardi Gras Association (FCMGA) is a collection of emerging entrepreneurs showcasing the next generation of innovative business leaders. Members of the FCMGA shall collaborate for mutually benefiting business interests. The mission of the FCMGA is to improve the area of Greater Columbus Georgia by providing educational scholarship opportunities to participating organizations through Mardi Gras activities.

## EVENT OBJECTIVES

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- Establish a flagship scholarship fundraising event.
- Provide a Mardi Gras program of events that inspire interest in Columbus.
- Create small business partnership opportunities within Liberty District
- Present a showcase of art, dance, and music of Carnival culture

## BACKGROUND:

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What is Mardi Gras? Mardi Gras is actually a portion of Carnival which occurs 47 days prior to Easter each year. During Mardi Gras (or the Carnival season), those that celebrate, do so in a festival format showcasing art, dance, and music; at time displaying traditional regalia.



@FCMARDIGRAS



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## PARTICIPATION OPPORTUNITIES:

<b>5K Run/Walk</b>	<b>\$20.00</b>	Registration for the 5K Run or Walk event. Includes event T-shirt
<b>Caribbean Fitness Expo</b>	<b>\$15.00</b>	Caribbean fitness dance session. Includes event t-shirt & Mardi Gras souvenir.
<b>Secondliner / Umbrella</b>	<b>\$20.00</b>	Parade entry registration . Includes decorated secondline umbrella.
<b>Vendor Youth</b>	<b>\$20.00</b>	Vendor registration booth space. (10x10)
<b>Vendor Merchandise</b>	<b>\$50.00</b>	Merchandise vendor booth space. (10x10)
<b>Vendor Food</b>	<b>\$75.00</b>	Food truck or food vendor booth space.
<b>Tailgate Area</b>	<b>\$50.00</b>	Parking lot tailgate space. (10X10)
<b>Parade Car/Truck/Bike</b>	<b>\$50.00</b>	Parade registration for car, truck, or motorcycle. Includes complementary Mardi Gras throws
<b>Parade Float Rider</b>	<b>\$75.00</b>	Confirmed parade float rider on provided float. Includes complementary Mardi Gras throws.
<b>Parade Float</b>	<b>\$100.00</b>	Parade entry registration of your own company. Includes complementary Mardi Gras throws.
<b>Parade Park &amp; Party</b>	<b>\$150.00</b>	<b>BEST VALUE</b> organization package comes with: Parade Entry, Tailgate, and Large Throw Package
<b>Carnival Masquerader</b>	<b>\$150.00</b> <b>\$250.00</b>	Carnival parade entry complete with costume. Check website for pictures prices <a href="http://www.fcmg2018carnival.eventbrite.com">www.fcmg2018carnival.eventbrite.com</a> .



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## SPONSORSHIP OPPORTUNITIES:

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### **Super Krewe Level 5 (3) \$750.00**

- ❖ Company logo and/or branding on all advertisement marking
- ❖ Mention on all media promotion
- ❖ Complementary Parade Float Entry
- ❖ Premium Tailgate area near vendors
- ❖ Premium Parade Throw Package

### **Carnival Level 4 (5) \$500.00**

- ❖ Marketing on all Mardi Gras Parade Signage
- ❖ Marketing on all Carnival Parade Signage
- ❖ Carnival After Party

### **Moon Pie Level 3 (7) \$250.00**

- ❖ Event Brochure Marketing
- ❖ Parade Marketing

## DONOR OPPORTUNITIES:

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### **Package of Gratitude \$50.00**

- ❖ Variety selection of Mardi Gras beads
- ❖ Selection of plush toy and sport balls

## SPONSOR POINT OF CONTACT:

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**Vice President** Stephanie Gettridge 706.464.3445  
**President** Rocky Marsh 334.470.7454

[stephanie@thiqfitness.com](mailto:stephanie@thiqfitness.com)  
[rockymarshphr@gmail.com](mailto:rockymarshphr@gmail.com)



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**Company/Organization/Group Name**

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**Contact Person / Title:**

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**Contact Phone / Email:**

**YES**, my organization and/or I wish to participate as  Sponsor  Participant.

Sponsor Levels  Super Krewe  Carnival  Moon Pie

Event Participation  Tailgate  Parade Float  Parade Park Party Package

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## PAYMENT LOCATIONS:

- Website [www.FountainCityMardiGras.org](http://www.FountainCityMardiGras.org)
- Event Link: [www.FCMG2018.evenbrite.com](http://www.FCMG2018.evenbrite.com)
- Facebook: [www.Facebook.com/FCMardiGras](http://www.Facebook.com/FCMardiGras)

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## PAYMENT OPTIONS

- Paypal to us using [FCMardiGras@gmail.com](mailto:FCMardiGras@gmail.com).
- Check made payable to Fountain City Mardi Gras Festival or FCMGF.
- Mail checks to Fountain City Mardi Gras P.O. Box 364 Columbus, GA 31902



# SPONSOR & EXHIBITOR EVENT KIT

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## PARADE APPLICATION:

**Entry Fees:**

Free entry for Bands, Military and JROTC Units.

\$5 per motorcycle, golf cart, horse

\$50 for regular entry (car, truck, boat),

\$100 for Mardi Gras entries (Includes Mardi Gras throws)

Parade entry passes will be issued NLT March 4, 4pm – 8pm

**Prize for 1st, 2nd, and 3rd Float Entry.**

Floats judged on decoration, costumes of float riders, spirit and crowd interaction.

**Note:** All participants under 12yrs of age must be transported by car, truck, bike/motorcycle, or float unless classified as part of a dismounted unit.

Name of Organization: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Number of Riders: \_\_ Type of Entry:  Marching Unit  Car  Truck  Float  Other

Name of Float Entry: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Additional Instructions:**

Parade entries will receive lineup number NLT March 6. Lineup will begin promptly at 10:30am EST on the corner of 9<sup>th</sup> Ave. and 9<sup>th</sup> Street. Route will begin on 6th Ave, turn left onto 12th Street, turn left onto 5th Ave, turn left on 5th St., turn left onto 6th Ave, turn right on 9th Street. Total route is approximately 1.8miles.

Submit parade entry forms to: Fountain City Mardi Gras Association, Inc.

By Email: FCMardiGras@gmail.com

By Mail: P.O. Box 364 Columbus, GA 31902

Entry fees may be paid by Eventbrite, cash or check payable to: FCMGF

For additional information and questions, contact the following members:

Chair: Rocky Marsh 334.470.7454 email: [rockymarshphr@gmail.com](mailto:rockymarshphr@gmail.com)

FCMG: Committee 334.470.7454 email: [fcmardigras@gmail.com](mailto:fcmardigras@gmail.com)



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## VENDOR INFORMATION:

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The Fountain City Mardi Gras Association is seeking vendors to support our Mardi Gras Festival to highlight various arts, foods, and products that originate from or compliment Mardi Gras or Carnival culture or contain a Mardi Gras/Carnival inspiration. We are seeking vendors who are committed to quality, integrity, reliability and excellence in customer service. Vendors should be willing to deliver merchandise and/or services that connect or carry a Mardi Gras/Carnival flavor.

We invite all vendors to complete our vendor application form to working alongside our group of emerging professionals and business owners.

Setup No Earlier than 7am

No smoking during booth times

Booths must be set-up on Sat., Mar 10 NLT 10am.

No open flames allowed

Teardown must not begin before 3pm

Vendor not allowed to sublet booth space

Vendors must provide own table and chairs

Booth space is 10x10 area

Vendors are responsible for their own area cleanup

Merchant vendors must possess Georgia permit

No sale of firearms, pornography, alcohol, counterfeit/illegal goods

Food Vendors must possess and present valid Health Dept. Cert.

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## VENDOR APPLICATION:

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

Business Product:  Youth  Merchandise  Food

Contact Name: \_\_\_\_\_

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

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

### VENDOR FEES:

Youth \$20    Merchant \$50    Food \$75

If you would like to include a logo, please email us a hi-res file to [fcmardigras@gmail.com](mailto:fcmardigras@gmail.com)

Need access to power for my booth: \_\_\_ Yes \_\_\_ No

Please not any special arrangements needed \_\_\_\_\_

### Includes:

- Listed in festival program with description printed for festival
- Confirmed vendor space in high traffic area
- Inclusion on all post event marketing to include business name, product, and contact information

**DEADLINE:** Wednesday, FEB 28, 2018

### Acknowledgement of Terms:

I hereby warrant and confirm that the above information is, to the best of my knowledge, true and correct, and further certify that I have read all of the information provided in this application and agree with the terms and conditions provided.

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

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

Name: \_\_\_\_\_

**Payment Info:** Advance Payment Required

Web Link : [www.FCMG2018.eventbrite.com](http://www.FCMG2018.eventbrite.com)

PAYMENT TYPE: CHECK: \_\_\_ CC \_\_\_ CASH \_\_\_

Paypal Email: [FCMardiGras@gmail.com](mailto:FCMardiGras@gmail.com)

Email for Receipt: \_\_\_\_\_

**I am authorized to and hereby agree to all terms and conditions of this application and authorize my payment be processed:**

I hereby certify that the information provided herein in factual and correct to the best extent of my knowledge. By signing, I agree to comply with the rules of the FCMG Parade and Festival. Further, I give permission for the above information to be released to the media.

Signature: \_\_\_\_\_

Make checks payable to FCMGF. Submit application by email to [fcmardigras@gmail.com](mailto:fcmardigras@gmail.com) or by mail to Fountain City Mardi Gras at P.O. Box 364, Columbus, GA 31902

FOUNTAIN CITY MARDI GRAS ASSOCIATION  
COLUMBUS, GA

**SAVE THE DATE**



Fountain City  
*Mardi Gras*

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**MARCH 10, 2018**



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