

THE MS COAST COLISEUM
PRESENTS

CRAWFISH MUSIC

Festival

APRIL 16-19, 2020

SPONSORSHIP OPPORTUNITIES

MSCOASTCOLISEUM.COM/CRAWFISHMUSICFESTIVAL

ABOUT THE FESTIVAL

For 28 years, the Mississippi Coast Coliseum has hosted the Crawfish Music Festival providing quality entertainment and family fun to the Southeast. The festival is on the front grounds of the Mississippi Coast Coliseum with the beautiful views of the Mississippi Sound. The cool breeze from the Gulf of Mexico give the attendees a refreshing welcome each April. The 2020 Festival is April 15th-19th. Each night of the Festival promises fun, excitement, and something new! With headline entertainment, hot boiled crawfish, and heart-pounding mid-way rides, this is an event to create lasting memories!

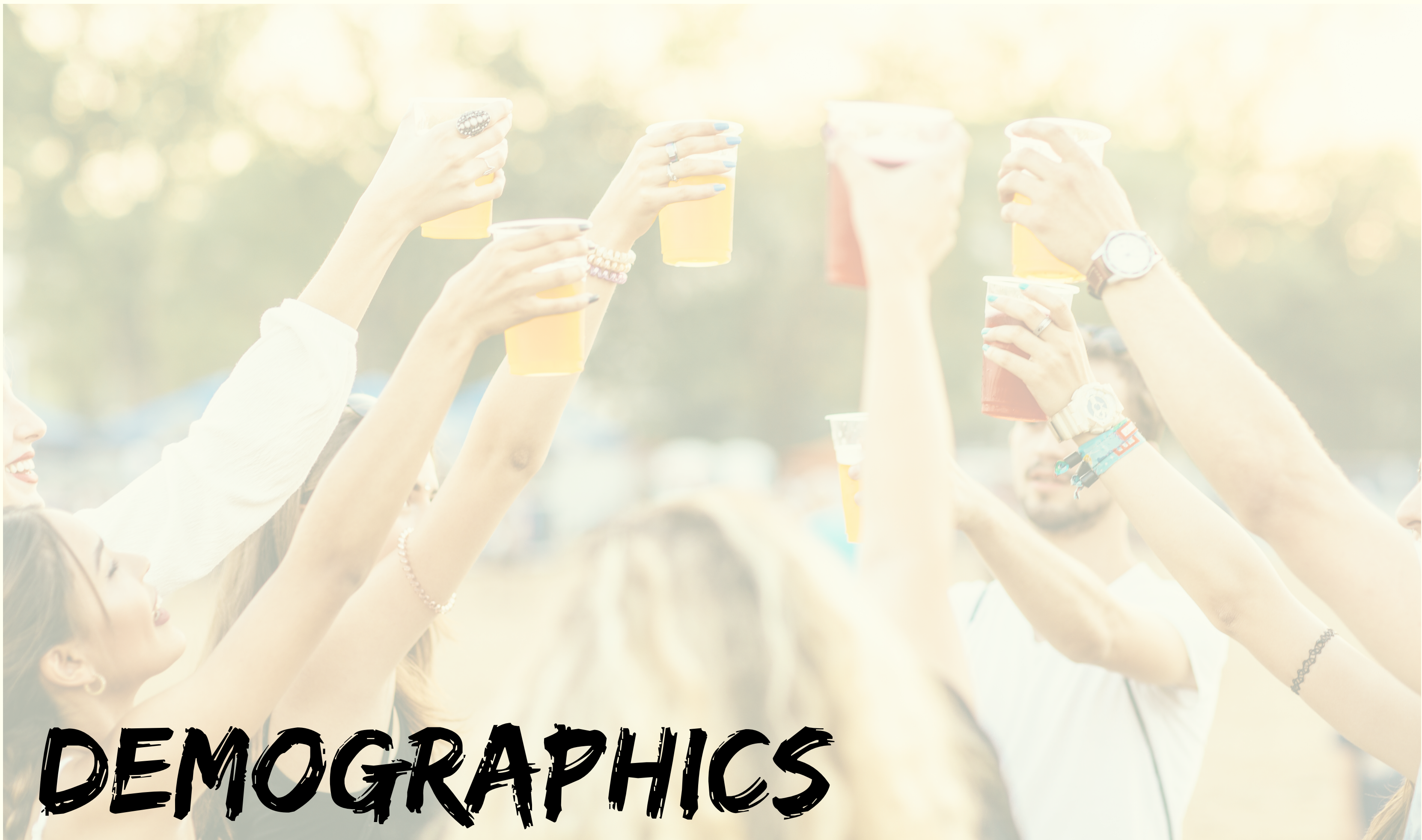
Music is the heartbeat of the Crawfish Music Festival. Each year, the Mississippi Coast Coliseum presents up-and-coming, legends, and local all-stars on the Festival's main stage. Kenny Chesney, Sam Hunt, Blake Shelton, Jake Owen, Miranda Lambert, and Florida Georgia Line are a few of the artists that have graced the main stage on their rise to stardom. The Festival draws 30,000 attendees annually from across the Southeast.

At the center of all of the excitement is our main attraction; perfectly seasoned boiled crawfish! Biloxi's own **Quality Seafood and Poultry** serves up piping hot plates of crawfish, new potatoes, and boiled corn-on-the-cob every day. Along with their signature main and side dishes, our concessionaires serve unique crawfish dishes. Festival goers enjoy regional favorites such as: fried crawfish, crawfish etouffee, crawfish pies, and many more!

On Wednesday, April 15, 2019 we open the Crawfish Music Festival by paying one price for an armband, and receive free gate admission for Festival goers! For the rest of the weekend, in addition to our single day general admission, reserved seat, and VIP tickets; we are offering ticket packages that include crawfish, multiple day ticket packages, and VIP parking passes.

For the true connoisseur, the **Crawfish Cook-Off** will be Saturday, April 18th. Up to 30 teams compete for outrageous trophies, cash, and bragging rights. A \$12 tasting ticket provides the public with mouth watering samples from all of the teams and a chance to vote for their favorite.

Craft beer enthusiast? Along with **Mitchell Distributing**, we are excited to spotlight a selection of regional and local craft beers. Come early to enjoy the Crawfish Music Festival Beer Garden and everyone's favorite pass-time; corn hole!



DEMOGRAPHICS




 Married
63%

 Child Present
69%

 Male
38%






 Female
62%

EDUCATION LEVEL

-  High School or Less (56.43%)
-  College (31.29%)
-  Grad School (12.28%)

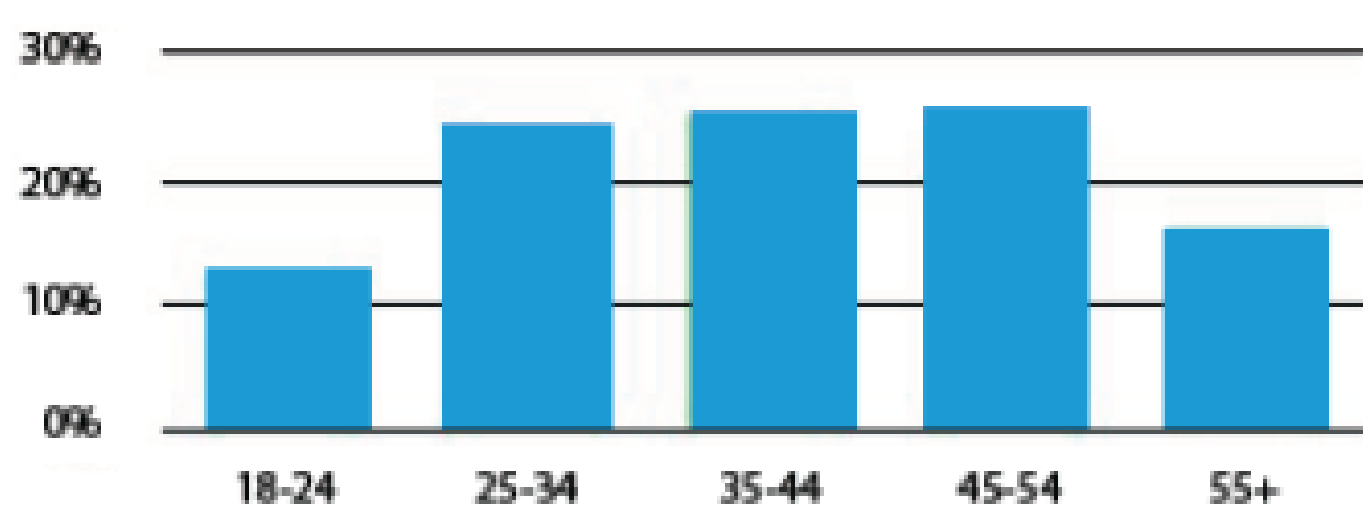


PAYMENT METHOD

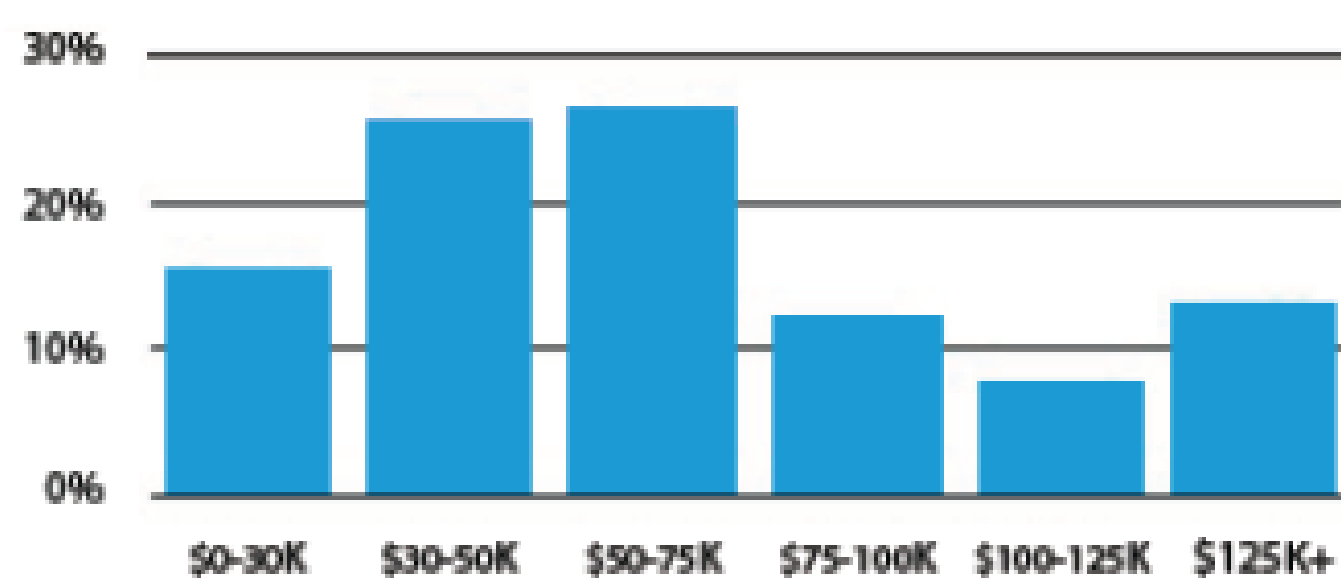
-  AMEX (5.63%)
-  Discover (3.38%)
-  MasterCard (32.49%)
-  Visa (55.27%)
-  Other (3.23%)



AGE RANGES



INCOME



Demographics compiled from 2016 Ticketmaster purchaser data.

TITLE SPONSOR

As a Title Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Title Sponsor at the
28th Annual Crawfish Music Festival 2020**

Promotional announcements and give-a-ways from the Main Stage

Category Exclusivity within your industry

One 20 x 20 VIP Platform with Naming Rights to VIP Platform

**Up to Six (6) banners displayed throughout Festival grounds and Main
Stage**

Corporate Logo & Name included in:

-Press Release

-All digital advertisements

-All Radio, Print, and Television Advertisements and Promos

-All Social Media Promotions and Event Pages

-Festival Poster

-Color Brochures and Flyers

-Festival Web Pages

-Venue digital video boards

*-Email Blasts reaching over 100,000 subscribers with direct link to sponsor
URL (minimum of 4)*

Five (5) Sponsor Badges

Crawfish Cook-Off Team Entry

Forty (40) Daily General Admission Tickets (160 tickets total)

Four (4) Reserved Tickets for Thursday, Friday, Saturday, and Sunday

VALUE: \$60,000

INVESTMENT: \$30,000

PREMIERE SPONSOR

As a Premiere Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Premiere Sponsor at the
28th Annual Crawfish Music Festival 2020**

Promotional announcements from the Main Stage

Category Exclusivity within your industry

One 10 x10 area for product sampling, give-a-ways, or retail

Up to Two (2) banners displayed throughout Festival grounds

Corporate Logo & Name included in:

-Rotating Television and Radio Advertisements

-All Social Media Event Pages

-Festival Poster

-Color Brochures and Flyers

-Festival Web Pages

-Venue digital video boards

*-Email Blasts reaching over 100,000 subscribers with direct link to sponsor
URL (minimum of 4)*

Two (2) Sponsor Badges

Crawfish Cook-Off Team Entry

Fifty (50) Daily General Admission Tickets - Good for Any Single Day

Two (2) Reserved Tickets for Thursday, Friday, Saturday, and Sunday

VALUE: \$30,000

INVESTMENT: \$17,000

SUPPORTING SPONSOR

As a Supporting Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Supporting Sponsor at the
28th Annual Crawfish Music Festival 2020**

Promotional announcements from the Main Stage

Category Exclusivity within your industry

One 10 x10 area for product sampling, give-a-ways, or retail

Up to Two (2) banners displayed throughout Festival grounds

Corporate Logo & Name included in:

-All Social Media Event Pages

-Festival Poster

-Color Brochures and Flyers

-Festival Web Pages

*-Email Blasts reaching over 100,000 subscribers with direct link to sponsor URL
(minimum of 2)*

Two (2) Sponsor Badges

Twenty (20) Daily General Admission Tickets

(Good for Any Single Day)



Great for Local Businesses

VALUE: \$15,000

INVESTMENT: \$5,500

COOK-OFF SPONSOR

As a Crawfish Cook-Off Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Crawfish Cook-Off Sponsor at the
28th Annual Crawfish Music Festival 2020**

Promotional announcements from the Main Stage

Category Exclusivity within your industry (Crawfish Cook-Off Only)

One 10 x10 area for product sampling, give-a-ways, or retail

Up to Two (2) banners displayed during Crawfish Cook-Off

Corporate Logo & Name included in:

Crawfish Cook-Off Radio Advertisement

-All Social Media Crawfish Cook-Off Event Pages

-Crawfish Cook-Off Poster

-Crawfish Cook-Off Festival Web Page

*-Crawfish Cook-Off Email Blasts reaching over 100,000 subscribers with direct
link to sponsor URL (minimum of 2)*

-Venue Digital Video Boards to Promote Crawfish Cook-Off

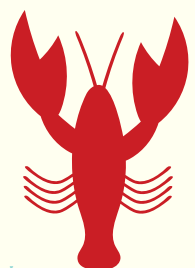
Two (2) Sponsor Badges

Ten (10) General Admission Tickets good only for Saturday, April 18th

Ten (10) Crawfish Cook-Off Competition Admission Tickets

Company Representative assist in Tasting/Judging All Cook-Off Teams

Crawfish and Presence on Stage During Award Presentations



Great for Local Restaurants

VALUE: \$15,000

INVESTMENT: \$5,000

VIP SPONSOR

As a VIP Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as VIP Sponsor at the
28th Annual Crawfish Music Festival 2020**

On-Stage Recognition as a VIP Sponsor

Category Exclusivity within your industry

One (1) banner displayed on Festival Grounds

**On the Sponsored Day: one (1) 20 X 20 Tent, Tables, and Seating Area
that includes: Up to 100 lbs. of boiled crawfish per day with corn and
potatoes, 6 cases of beverages (Mixture of Coke and Budweiser
Products), Armbands for 50 guests to allow invited guest only into VIP
Tent**

Corporate Logo & Name included in:

-All Social Media Event Pages

-Festival Web Page

*-Crawfish Cook-Off Email Blasts reaching over 100,000 subscribers with direct
link to sponsor URL (minimum of 1)*

Two (2) Sponsor Badges

Fifty (50) General Admission Tickets - Good for Sponsored Day Only

LIMITED AVAILABILITY



Great for Local Businesses
and Small Businesses

**VALUE: \$5,000
INVESTMENT: \$2,500**

CRAFT BEER GARDEN SPONSOR

As a Craft Beer Garden Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Craft Beer Garden Sponsor at the
28th Annual Crawfish Music Festival 2020**

On-Stage Recognition as a Craft Beer Garden Sponsor

Category Exclusivity within your industry

One (1) 10 X 10 Area for Product sampling, Give-A-Ways, or Retail

One (1) Banner Displayed on Festival Grounds

Corporate Logo & Name included in:

-All Social Media Event Pages

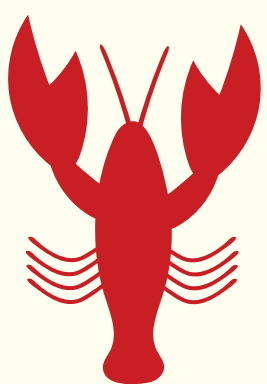
-Color Brochures & Flyers

-Festival Web Page

*-Email Blasts reaching over 100,000 subscribers with direct link to sponsor URL
(minimum of 1)*

Two (2) Sponsor Badges

Twenty (20) General Admission Tickets - Good for Any Day



ONLY ONE SPONSORSHIP AVAILABLE FOR CRAFT BEER GARDEN

VALUE: \$60,000

INVESTMENT: \$30,000

HOTEL SPONSOR

As a Hotel Sponsor at the 28th Annual Crawfish Music Festival you will receive:

**Designation as Hotel Sponsor at the
28th Annual Crawfish Music Festival 2020
Promotional Announcements from the Main Stage
Category Exclusivity within your industry
Two (2) Banner Displayed on Festival Grounds**

Corporate Logo & Name included in:

- Radio and Television Advertisements*
- All Social Media Event Pages*
- Color Brochures & Flyers*
- Festival Web Page*
- Email Blasts reaching over 100,000 subscribers with direct link to sponsor URL
(minimum of 2)*

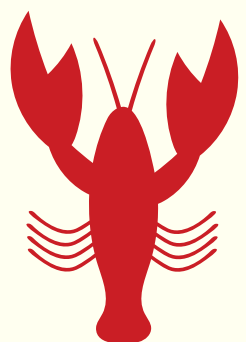
Two (2) Sponsor Badges

**One Hundred (100) General Admission Tickets - Good for Any Day
Listed as Preferred Hotel on Venue Web Site (6 Months)**

**Two (2) Reserved Seat Tickets for Friday, Saturday, and Sunday of the
Festival (Total 6 Tickets)**

MS Coast Coliseum will receive:

Ten (10) Room Nights to be used for the Weekend of April 17-19, 2020.



Only ONE (1) Hotel Sponsorship Available

**VALUE: \$5,500
INVESTMENT: TRADE**

SPONSORSHIP AGREEMENT



COMPANY: _____
CONTACT NAME: _____
COMPANY ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ EMAIL: _____

SPONSORSHIP PACKAGE

Preferred: _____

Investment: \$ _____

PAYMENT

- ☐ Check
☐ Credit Card
☐ Cash

Credit Card #: _____

Name on Card: _____

Expiration: _____ Billing Zip: _____

Signature: _____

Today's Date: _____

I authorize the Mississippi Coast Coliseum & Convention Center to charge to credit card listed above.

A convenience fee of 3% (\$3.00 minimum) will be charged on all credit card payments.

The fee will be in addition to the payment amount.

PAYMENT DUE WITH SIGNED CONTRACT.

MAKE CHECK PAYABLE TO:

MISSISSIPPI COAST COLISEUM COMMISSION
ATTN: JAMIE NASH
2350 BEACH BOULEVARD
BILOXI, MS 39531

2020 CMF SPONSORSHIP TERMS

- TERM:** The effective date of the agreement begins on the date the agreement is signed by the Sponsor and shall expire on April 20, 2020.
- SPONSORSHIP FEE:** As a CMF _____ Sponsor, the Sponsor shall pay a non-refundable sponsorship fee of \$_____, payable and due with the signed sponsorship agreement.
- ADVERTISING AND SPONSORSHIP BENEFIT:** The Sponsor will receive the benefits appropriate to the chosen sponsorship package.
- COLLATERAL MATERIALS:** Sponsor is responsible, at its sole cost and expense, for providing all collateral materials related to sponsorship package including logos, art files, banners, promotional materials, etc. Sponsor shall be responsible for any and all expenses related to fabrication of any signage.
- STAFFING:** Sponsor shall ensure that all sponsor personnel abide by the rules and regulations set forth by the Festival management and the MS Coast Coliseum Commission.

COLLATERAL MATERIAL

- All logo art should be in high res vector format (.ai or .eps) or .png
- Email blast art should measure 600px wide high res .jpeg format. Please include URL link (i.e. sponsor company website).
- Banners should measure 4' X 20', outdoor vinyl MUST HAVE GROMMETS on ALL 4 corners.

EMAIL ALL LOGO ART TO MARKETING DIRECTOR:

KHENSARLING@MSCOASTCOLISEUM.COM

SPONSOR SIGNATURE _____ DATE _____

MCCC AUTHORIZED SIGNATURE _____ DATE _____

THANK YOU FOR
YOUR
SPONSORSHIP!

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