



January 1, 2017

Plans are now underway for our 2017 Breux Bridge Crawfish Festival® which will be held May 5, 6 and 7, 2017. 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 Crawfish Festival began in 1960 as a spin-off after the success of the 1959's 100<sup>th</sup> anniversary of the incorporation of Breux Bridge as a city. The Breux 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 Breux Bridge Crawfish Festival Association has been instrumental in bringing positive changes to the City of Breux 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 Breux Bridge Crawfish Festival, you are literally helping thousands live a better life.

The Breux 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 Breux 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 Breux 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 10 times over the past 13 years. 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.

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 Breux Bridge Crawfish Festival™.

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

Sincerely,

Craig Olivier  
Vice President  
337-257-8106

Mark L. Bernard  
BBCFA President  
337-224-7824

Christina Boudreaux  
Corporate Sponsor Committee  
337-332-6655



## 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!**

- 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 2010, 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](http://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. We will also include your name and link at various times on our Facebook and Twitter pages.

# **BREAUX BRIDGE CRAWFISH FESTIVAL**

at Parc Hardy  
May 5, 6 & 7, 2017

## **SPONSORSHIP OPPORTUNITIES**

### **Crawdaddy Level** \$5,000 and above

Sponsorship will entitle you to:

- Primary Corporate Logo placement at both Entertainment Stages
- Banner will be placed at Main Gate Entrance – Provided by Sponsor
- Banner along fencing at Rees Street – Provided by Sponsor
- 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 2017 Crawfish Festival Posters
- Ten (10) Official 2017 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

### **Big Pincher Level** \$2500

Sponsorship will entitle you to:

- Secondary Corporate Logo placement near both Entertainment Stages
- Banner along fencing at Rees Street – provided by Sponsor
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- Three (3) 2017 Crawfish Festival Posters
- Five (5) Official 2017 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

## **Tail Snapping Level \$1000**

Sponsorship will entitle you to:

- Corporate Logo will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- Two (2) 2017 Crawfish Festival Posters
- Five (5) Official 2017 Crawfish Festival T-shirts
- Fifteen (15) Crawfish Festival Weekend Entry Passes
- Five (5) Crawfish Festival Parking Passes
- 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

## **Hot-n-Spicy Level \$500**

Sponsorship will entitle you to:

- Corporate Logo will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- One (1) 2017 Crawfish Festival Poster
- Five (5) Official 2017 Crawfish Festival T-shirts
- Five (5) Crawfish Festival Weekend Entry Passes

## **Corn and Potatoes Level \$250**

Sponsorship will entitle you to:

- Corporate Logo will be placed along fencing at Rees Street
- Sponsorship will be incorporated into print advertisements of Crawfish Festival
- One (1) 2017 Crawfish Festival Poster
- Three (3) Official 2017 Crawfish Festival T-Shirts
- Three (3) Crawfish Festival Weekend Entry Passes

## **Friends of the Festival \$100**

Sponsorship will entitle you to:

- One (1) 2017 Crawfish Festival Poster
- Two (2) Crawfish Festival Weekend Entry Passes

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Breaux Bridge Crawfish Festival  
P.O. Box 25  
Breaux Bridge, LA 70517

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Phone: 337.332.6655  
Fax: 337.332.5917  
www.bbcrawfest.com

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## 2017 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):

- Crawdaddy level - \$5000
- Big Pincher level - \$2500
- Tail Snapping level - \$1000
- Hot-n-Spicy level - \$500
- Corn and Potatoes level -\$250
- Friends of the Festival - \$100

\*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.