



March 13, 2024

Dear Past/Potential Sponsor,

On behalf of the International Rice Festival Board of Directors, members and volunteers, we invite you to become a sponsor of the 87th International Rice Festival, one of the oldest and largest agricultural festivals in our state. As we begin preparations for this year's festival, to be held October 17th through 20th, we look forward to continuing the traditions of this admission free event which can only be made possible through sponsorships.

We cannot make this Festival happen without the support from individuals such as you. Included with this letter, you will find the levels of sponsorship available for the 2024 festival and the benefits included within each level. The Board of Directors has worked hard to make sure the benefits are fair for each level and no substitutions will be made to the benefits within each level.

As stated on the form, our 2024 sponsors will receive VIP bracelets which allow access behind both our Main and Mid stages along with entry to our first-class hospitality room where you can enjoy delicious food and drinks Thursday through Saturday. Sponsors will receive the allotted number of bracelets per day as shown in their sponsorship level. For example, a Short Grain Sponsor will receive four (4) Thursday bracelets, four Friday bracelets and four Saturday bracelets.

We look forward to sharing our entertainment lineup with you soon. Our team has been hard at work to ensure that this year's festival is one of the best yet. With many of our "Festival Favorites" making their way back to the stage, we are excited to share new, upcoming entertainment with everyone as well.

Again, thank you for all you do to ensure the success of this festival. If you have any questions, concerns or would like to set up a meeting to discuss your sponsorship further, please do not hesitate to contact our office at any time.

Sincerely,

International Rice Festival Board of Directors
scm



2024 Sponsorship Opportunities

* Deadline to be included in all media advertisement is August 30, 2024

Golden Grain Sponsor (\$25,000 & above)

- Twenty-Four (24) VIP Bracelets
- Banner Placement on Main & Mid Stage
- Logo placement in all media advertisement & on LED Walls
- Direct link and logo on website
- Two (2) VIP Seats on Main Stage ONLY
- Twelve (12) Queen's Ball / Honoree Social Tickets
- Festival Poster
- Grand Parade Entry & Float Sponsorship
- Twenty (20) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Twelve (12)

Rice & Gravy Sponsor (\$10,000-\$24,999)

- Sixteen (16) VIP Bracelets
- Banner Placement on Main or Mid Stage
- Logo placement in all media advertisement & on LED Walls
- Direct link and logo on website
- Ten (10) Queen's Ball / Honoree Social Tickets
- Festival Poster
- Grand Parade Entry & Float Sponsorship
- Fourteen (14) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Ten (10)

Rice Dressing Sponsor (\$7,500-\$9,999)

- Twelve (12) VIP Bracelets
- Banner Placement on Main or Mid Stage
- Logo placement in all media advertisement & on LED Walls
- Direct link and logo on website
- Eight (8) Queen's Ball / Honoree Social Tickets
- Festival Poster
- Grand Parade Entry & Float Sponsorship
- Ten (10) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Eight (8)

In Kind Sponsorship

In Kind partners assist with the out-of-pocket expense of our Festival. If you would like to become an in kind sponsor by offering a service or product to the International Rice Festival, please fill out the sponsorship form and our office will contact you to discuss your sponsorship further. The value of an In Kind donation will be approved by the IRF Board of Directors before an official sponsorship level is established.

Long Grain Sponsor (\$5,000-\$7,499)

- Ten (10) VIP Bracelets
- Logo placement in all media advertisement & LED wall
- Direct link and logo on website
- Six (6) Queen's Ball / Honoree Social Tickets
- Festival Poster
- Grand Parade Entry & Float Sponsorship
- Eight (8) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Six (6)

Medium Grain Sponsor (\$2,500-\$4,999)

- Eight (8) VIP Bracelets
- Byline in media advertisement & LED Wall
- Festival Poster
- Four (4) Queen's Ball / Honoree Social Tickets
- Six (6) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Four (4)

Short Grain Sponsor (\$1,000-\$2,499)

- Four (4) VIP Bracelets
- Byline in media advertisement
- Two (2) Carnival Arm Bands

Rough Rice Sponsor (\$750-\$999)

- Two (2) VIP Bracelets
- Byline in media advertisement

LED Wall Advertisement (\$500)

- Commercial (:30) played on Main and Mid Stages

Friend of the Festival (\$250)

- Byline in media advertisement

* Substitutions are not available within sponsorship packages



2024 Sponsorship Opportunities

Contact Name: _____

Company Name: _____

Mailing Address: _____

Physical Address: _____

Phone: _____ Alternate Phone: _____

Email: _____

Please select a sponsorship level below:

Golden Grain Sponsor (\$25,000 and above)

Short Grain Sponsor (\$1,000-\$2,499)

Rice & Gravy Sponsor (\$10,000 - \$24,999)

Rough Rice Sponsor (\$750-\$999)

Rice Dressing Sponsor (\$7,500-\$9,999)

LED Wall Advertisement (\$500)

Long Grain Sponsor (\$5,000-\$7,499)

Friend of the Festival (\$250)

Medium Grain Sponsor (\$2,500-\$4,999)

In Kind Donation: _____

In Kind Value: _____

Please return form and payment to the following:

International Rice Festival PO Box 1900 Crowley, LA 70527

info@ricefestival.com