



April 5, 2022

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 85th 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 20<sup>th</sup> through 23<sup>rd</sup>, 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 2022 festival and the benefits included within each level. A few changes/updates have been made to these levels to accommodate the growth of our festival.

One of the major changes in place being the move to daily "VIP BRACELETS" in place of the "VIP TAGS". Moving forward, sponsors will receive the allotted number of bracelets per day as per their sponsorship level. For example, a Short Grain Sponsor will receive four Thursday bracelets, four Friday bracelets and four Saturday bracelets. We believe this will assist with the issues we have dealt with over the past few years and hope you all will understand.

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 bands 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



# 2022 Sponsorship Opportunities

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

- Twenty-Four (24) VIP Bracelets
- Banner Placement on Main or 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
- Twenty-Four (24) Queen's Ball / Honoree Social Tickets
- Framed Festival Poster
- Grand Parade Entry & Float Sponsorship
- Twenty (20) Carnival Arm Bands
- Rice & Gravy Cook-off Admission for Sixteen (16)

## 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
- Sixteen (16) Queen's Ball / Honoree Social Tickets
- Framed 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
- Twelve (12) Queen's Ball / Honoree Social Tickets
- Framed 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
- Ten (10) 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
- Eight (8) 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
- Four (4) Queen's Ball / Honoree Social Tickets

## 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



# 2022 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 mail this form and payment to the following:**

**International Rice Festival PO Box 1900 Crowley, LA 70527**

**info@ricefestival.com**