



## Sizzlin', Scorchin', Blazin' 2011

Dear Business Leader:

The Lansing Board of Water & Light (BWL) will be hosting the 16th Annual BWL Chili Cook-off on Saturday, June 4th at Adado Riverfront Park, 201 East Shiawassee Street (across from Lansing Community College). The Greater Lansing Area residents, their guests, and families from across the state have enjoyed an enthusiastic community event filled with food, festivities, and fun.

Again this year the BWL has planned another unique Chili Cook-off event that promises to have outstanding chili cooked by restaurants and community residents; assorted food items; live bands; playground area for youth; the mechanical bull ride and the duck race.

The BWL is requesting your support of a great event that benefits worthy community programs. The Lansing Board of Water & Light will make every effort to emphasize your partnership in this display through signage and radio, paper, banner advertisements.

Sponsorship contributions from the 2011 Chili Cook-Off event will benefit the Hope Scholarship Connections Program, Impression 5 Science Center and Adopt A River, and the Sparrow Foundation.

Please note, the decision whether or not to participate as a sponsor in the Chili Cook-Off shall not affect the BWL's consideration to conduct business with you. Sponsorships shall be given with the understanding or agreement that such a donation will not influence the BWL's decision to conduct business with the sponsor. Nor shall there be an expectation that such a donation would influence any vote or other official action of the BWL.

Please join us in serving Hometown People!

Thank you in advance for your sponsorship consideration. Please see additional sponsorship information following this letter.

Sincerely,

A handwritten signature in black ink that reads 'Calvin L. Jones'.

Calvin Jones  
Director of Diversity and Public Relations  
Lansing Board of Water & Light  
Phone: (517) 702-6377, Cell: (517) 388-6377, Email: [clj@lbwl.com](mailto:clj@lbwl.com)

# The BWL 16th Annual Chili Cook-Off Sponsorship Agreement

Name of Organization: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

## SPONSORSHIP COMMITMENT (Please check desired choice(s))

Type of Sponsorship	# Available	Cost	✓
Presenting Sponsor	1	\$ 12,000.00	
Stage – Main	1	\$ 3,500.00	
Stage – North	1	\$ 3,000.00	
T-Shirts (official)	1	\$ 2,500.00	
Band	2	\$ 2,000.00	
Family Picnic Area	1	\$ 2,000.00	
Kids Fitness	1	\$ 2,000.00	
Mechanical Bull	1	\$ 2,000.00	
Transportation	1	\$ 2,000.00	
Bottled Water	1	\$ 1,500.00	
Clean-Up	1	\$ 1,500.00	
Duck Derby Booth	1	\$ 1,500.00	
Duck Race	1	\$ 1,500.00	
Gate	2	\$ 1,500.00	
Info. Booths	1	\$ 1,500.00	
Merchandise Booth	1	\$ 1,500.00	
Recycling	1	\$ 1,500.00	
Tents/Chairs/Tables	1	\$ 1,500.00	
Video	1	\$ 1,500.00	
Dealership Sponsor	3	\$ 1,200.00	
Chili Poster	1	\$ 1,000.00	
Communications	1	\$ 1,000.00	
Map & Ballots	2	\$ 1,000.00	

Type of Sponsorship	# Available	Cost	✓
Photography	1	\$ 1,000.00	
Radio Sponsors	Unlimited	\$ 1,000.00	
Raffle Tickets	1	\$ 1,000.00	
Signs	2	\$ 1,000.00	
Tickets – pre-sale	2	\$ 1,000.00	
Volunteers	1	\$ 1,000.00	
Announcer	1	\$ 500.00	
Evacuation	1	\$ 500.00	
Chili Judge	1	\$ 500.00	
Clown	1	\$ 500.00	
Duck Boat	1	\$ 500.00	
Duck Transport	1	\$ 500.00	
Duck Race Tickets	1	\$ 500.00	
Duck Race–Finish	1	\$ 500.00	
Duck Race-Start	1	\$ 500.00	
Go Green	1	\$ 500.00	
Muffin Tins	1	\$ 500.00	
Parking Lot	1	\$ 500.00	
Security	1	\$ 500.00	
Walkie-Talkie	2	\$ 500.00	
Wristband	1	\$ 500.00	
Website	1	\$ 500.00	

Please make checks payable to: Lansing Board of Water & Light

Please mail/fax **this page** of the contract to:

BWL, Attention: Calvin Jones, 1232 Haco Drive, P.O. Box 13007, Lansing, MI 48901  
 Phone: 517-388-6377, Fax: 517-702-6855

PLEASE RETURN AGREEMENT BY: May 13, 2011. Thank you for your precious gift during these tough economic times. We sincerely appreciate your outstanding contribution.

# The BWL 16th Annual Chili Cook-Off Sponsorships

## **Presenting Sponsor: \$12,000 - Only (1) sponsorship is available**

Prominent placement of sponsor name and or logo as presenting sponsor on:

- All radio advertising, including but not limited to, (300) radio commercials on 6 radio stations WITL\*WFMK\*WMMQ\*WJIM-AM/FM\*WVFN (Est. 1,830,000 impressions)
- Home page – Web banner on Chili Cook Off site
- Pre – Chili Cook Off Email blasts
- All Media press releases
- Sponsor Representative address entire audience from stage
- First right of refusal on 2012 sponsorship
- Logo on T-Shirts and Poster!
- Booth Space
- Primary Banner on North and South Stage (client supplies banner)
- (12) Chili Passes
- (12) T-shirts
- (4) Autographed Chili Poster
- Radio station LIVE interview at the event

## **Main Stage Sponsor: \$3,500 - Only (1) sponsorship is available**

- (2) opening stage announcements/remarks
- Primary Banner on Main Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (10) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_"
- Radio station LIVE interview at the event
- Listed as sponsor

## **North Stage Sponsor: \$3,000 - Only (1) sponsorship is available**

- (2) opening stage announcement/remarks
- Primary Banner on Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (10) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_"
- Radio station LIVE interview at the event
- Listed as sponsor

## **Chili T-Shirt-Official Sponsor: \$2,500–Only (1) sponsorship is available**

- (2) opening stage announcement/remarks
- Primary Banner on Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_”
- Radio station LIVE interview at the event
- Listed as sponsor

## **Mechanical Bull Sponsor: \$2,000 - Only (1) sponsorship is available**

- (1) opening Mechanical Bull announcements/remarks
- Primary Banner placement around the entire area (client supplies banner)
- (2) Chili Passes
- (2) T-shirts
- (1) Autographed Chili Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_”
- Radio station LIVE interview at the event
- Listed as sponsor

## **Kids Fitness Area Sponsor: \$2,000 – Only (1) sponsorship is available**

- (2) opening stage announcement/remark
- Primary Banner on Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_”
- Radio station LIVE interview at the event
- Listed as sponsor

## **Family Picnic Area Sponsor: \$2,000 – Only (1) sponsorship is available**

- (2) opening stage announcement/remark
- Primary Banner on Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_”
- Radio station LIVE interview at the event
- Listed as sponsor

## **Transportation Sponsor: \$2,000 – Only (1) sponsorship is available.**

- (2) opening stage announcement/remark
- Primary Banner on Stage (client supplies banner)
- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 16th Annual Board of Water and Light Chili Cook Off, brought to you today by \_\_\_\_\_”
- Radio station LIVE interview at the event
- Listed as sponsor

## **Dealership Sponsorship - \$1,200 - Only (3) sponsorship is available.**

- Vehicle sponsor - receive right to display 5 vehicles per dealership
- Premium space to display vehicles located near front entrance
- Live radio station announcements and interview
- (3) Live stage mentions
- (5) Chili Cook-off passes
- (1) Framed Chili Cook-off commemorative poster

## **Any \$1,500 Sponsor will receive:**

- (3) LIVE sponsorship mentions per station during the on-location broadcasts on Saturday, June 4th.
- (2) Chili Passes
- (2) T-Shirts
- (1) Autographed Chili Poster
- Primary Banner Placement (client supplies banner)
- Listed as sponsor

## **Any \$1,000 Sponsor will receive:**

- (3) LIVE sponsorship mentions per station during the on-location broadcasts on Saturday, June 4th.
- (1) Chili Passes
- (1) T-Shirts
- (1) Autographed Chili Poster
- Primary Banner Placement (client supplies banner)
- Listed as sponsor

NOTE: For an additional \$500 to any of the sponsorships listed below, the sponsor will receive (3) LIVE radio sponsorship mentions.

## **Any \$500 Sponsor will receive:**

- (4) Chili Passes
- (4) T-shirts
- (1) Autographed Chili Poster
- (1) Banner placement (client supplies banner)
- Listed as sponsor