

Dear Prospective Sponsor:

Each year the Lansing Board of Water & Light (BWL), in partnership with local and national organizations, hosts the Annual BWL Chili Cook-Off Competition at the Louis Adado Riverfront Park. September 29th, 2017 will mark our 22nd anniversary hosting an event aimed at bringing the community together in support of foundational programs in the Lansing area.



This unique event is a city-wide culinary competition between local participants to produce the best chili entrée in various categories. Judges sample and score each entry, with recognition awards for the winners. As the ultimate social gathering for families to usher in the fall season, children and adults are irresistibly drawn to food, fun, games, great music, and of course, lots of chili to sample!

Your sponsorship for this year's exciting event will provide much needed funding to the following organizations:

- Pennies for Power, which provides assistance with utility expenses for income eligible households in the Lansing Area.
- The Lansing HOPE/Promise Scholarship Program, which offers Lansing students the opportunity for training, education, a college degree, and a successful career.
- The Impression 5 Science Center, presenting science information and explorative programs to children and their families; inspiring tomorrow's innovations through the next generation.

A sponsorship packet has been provided with a list of options for your sponsorship. Please call me at (517) 702-6192 or e-mail to Rachelle.Hall@lbwl.com to confirm your selection and lock in your sponsorship package. Thank you in advanced for your support!

Sincerely,

Rachelle Hall

Rachelle Hall, Chili-Cook Off Sponsorship Chair
Lansing Board of Water and Light

This year's Music Mania Chili Cook-Off will feature a Battle of the Bands Competition!

Do you want to play live at the BWL Chili Cook-off?! Since this year's theme is "Music Mania," we'll be holding a Battle of the Bands Competition. To register, complete the registration form located at www.lbwl.com/cco by August 11. We'll open voting on the BWL Chili Cook-Off Facebook page on August 15, so make sure to get all of your fans to vote! The top three bands will then compete on Friday, September 8 at UrbeanBeat and the winner will perform LIVE at this year's Chili Cook-off!

Have questions? Ready to sign up? Email Rachelle Hall at Rachelle.Hall@lbwl.com.

CALLING ALL BANDS!!

**As part of this year's Chili Cook-off, we're hosting a
Battle of the Bands competition!**

To participate:

- Complete a registration form at lbwl.com/cco
- At least one member of the band must be an employee or retiree of a Chili Cook-Off sponsor or vendor
- Must be family friendly music
- Top 3 most popular bands will compete live and the winner plays live at Chili Cook-Off

Must register by
August 11, 2017
at 11:59pm

For more information
and to register, visit
lbwl.com/cco



Chili will again be our main focus and presale tickets will be \$5 for adults and \$3 for kids! Sponsors participating at \$2,500+ will receive the VIP Treatment! You will have your own private entrance to the festival, exclusive access to the **Backstage Pass Hospitality Tent** where you and your guests can relax in the shade, enjoy free refreshments and mingle with celebrity guests of the Cook- Off! Additional Backstage passes can be purchased for \$500 each.

SPONSORS

Corporate Auto

(1)

\$5,000

Chili Solo

(1)

\$5,000

Chili T-Shirt

(1)

\$5,000

Main Event

(unlimited)

\$5,000

Audio Visual

(1)

\$3,000

Backstage Pass Hospitality Tent

(1)

\$3,000

Chili Audition

(unlimited)

\$3,000

Chili Groupie

(1)

\$2,500

Health/Safety

(1)

\$2,500

Chili Road1

unlimited)

\$2,500

Encore

(unlimited)

\$2,500

Chili Billboard Awards

(1)

\$1,500

Event Logistics

(unlimited)

\$1,500

Microphone

(unlimited)

\$1,000

Rock N' Bowl

(unlimited)

\$500

Opening Act

(unlimited)

<\$500

BWL 22nd ANNUAL CHILI COOK-OFF SPONSORSHIP PACKAGES

This Year's Theme Is...Music Mania!!!



Presenting Sponsor: \$10,000 - Only (1) sponsorship is available:

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

- All radio advertising, including radio commercials on 4 radio stations
- 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 2018 sponsorship
- Logo on T-Shirts and Poster!
- Booth Space if desired
- Primary Banner on North and South Stage (Sponsor supplies banner)
- (12) Backstage passes for Hospitality Tent
- (12) Chili Passes
- (12) T-shirts
- (4) Framed Chili Cook-Off Commemorative Posters
- Radio Interview Broadcast During the Event
- (15) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____"
- (6) Opening stage announcements/remarks
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor



Corporate Auto Sponsor: \$5,000 - Only (1) sponsorship is available:

- Radio advertising
- (4) Opening stage announcements/remarks
- (6) Backstage passes for Hospitality Tent
- (8) Chili Passes
- (6) T-shirts
- Framed Chili Cook-off Commemorative Poster per Dealership Participant (if applicable)
- (15) Spaces to display vehicles at front entrance on concrete area
- (10) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____"
- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Banner or sign displayed at event
- Listed as sponsor

Chili Solo Sponsor: \$5,000 - Only (1) sponsorship is available:

- Radio advertising
- Stage prominently branded by the Sponsor
- (4) Opening stage announcements/remarks
- (6) Backstage passes for Hospitality Tent
- (8) Chili Passes
- (6) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (10) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____"
- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Chili T-Shirt Sponsor*: \$5,000 - Only (1) sponsorship is available:

* Sponsorship covers cost of all t-shirts (includes logo of sponsor on sleeve)

- Radio advertising
- (4) Opening stage announcements/remarks
- (6) Backstage passes for Hospitality Tent
- (8) Chili Passes
- (6) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (10) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____"
- Radio Interview (Live or Recorded) Broadcast During the Event

- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Main Event Sponsor: \$5,000 – Unlimited:

- Radio advertising
- (4) opening stage announcements/remarks
- (6) Backstage passes for Hospitality Tent
- (8) Chili Passes
- (6) T-shirts
- Framed Chili Cook-off Commemorative Poster
- Banner Placement by the radio stations
- (10) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____”
- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Audio/Visual: \$3,000 - Only (1) sponsorship is available:

- (2) opening stage announcement/remarks
- Banner or Sign displayed at the event provided by sponsor
- (4) Backstage passes for Hospitality Tent
- (6) Chili Passes
- (4) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”
- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Backstage Pass Hospitality Tent Sponsor: \$3,000 - Only (1) sponsorship is available:

- (2) opening stage announcement/remarks
- Backstage passes for Hospitality Tent prominently branded by the Sponsor
- (4) Backstage passes for Hospitality Tent
- (6) Chili Passes
- (4) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (5) LIVE mentions during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors_____”

- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Chili Audition - \$3,000 - Unlimited sponsorship is available:

- (2) opening stage announcement/remarks
- Banner or Sign displayed at the event provided by sponsor
- (4) Backstage passes for Hospitality Tent
- (4) Chili Passes
- (4) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (5) LIVE mentions during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____"
- Radio Interview (Live or Recorded) Broadcast During the Event
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Booth space if desired
- Listed as sponsor

Chili Groupie Sponsor: \$2,500 - Only (1) sponsorship is available:

- (1) opening stage announcement/remarks
- Banner on Chili Judges Table (sponsor supplies banner)
- (2) Backstage passes for Hospitality Tent
- (4) Chili Passes
- (2) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (2) LIVE mention during the on location broadcast. "Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____"
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor

Chili Roadie Sponsor: \$2,500 – Only (1) sponsorship is available:

- Logo placement on backdrop for attendees to take photographs
- (1) opening stage announcement/remark
- Banner Displayed at the event (client supplies banner)
- Free Booth if required
- (2) Backstage passes for Hospitality Tent
- (4) Chili Passes
- (2) T-shirts
- Framed Chili Cook-off Commemorative Poster
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor
- (2) LIVE mention during the on location broadcast. "Welcome back, this is (announcer)

broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”

Event Health & Safety Sponsor: \$2,500 - Only (1) sponsorship is available:

- (1) opening stage announcement/remark
- Banner Displayed at the event (client supplies banner)
- Booth space if desired
- (2) Backstage passes for Hospitality Tent
- (4) Chili Passes
- (2) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (2) LIVE mention during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor

Encore Sponsor: \$2,500 – Unlimited sponsorships available:

- (1) opening stage announcement/remark
- Banner Displayed at the event (client supplies banner)
- Free Booth if required
- (2) Backstage passes for Hospitality Tent
- (4) Chili Passes
- (2) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (2) LIVE mention during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor

Chili Billboard Awards \$1,500 – Only (1) sponsorship is available:

- Company logo on chili awards
- (2) Chili Passes
- (2) T-Shirts
- Framed Chili Cook-off Commemorative Poster
- Primary Banner Placement (client supplies banner)
- (1) LIVE mention during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed on poster as a sponsor

Event Logistics Sponsor \$1,500 – Unlimited:

- (2) Chili Passes
- (2) T-Shirts
- Framed Chili Cook-off Commemorative Poster
- Primary Banner Placement (client supplies banner)
- (1) LIVE mention during the on location broadcast. “Welcome back, this is (announcer) broadcasting live at the 22nd Annual Board of Water and Light Chili Cook Off, brought to you today by the following sponsors _____”
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed on poster as a sponsor

Mic Sponsor \$1,000 - Unlimited:

- (2) Chili Passes
- (2) T-Shirts
- Framed Chili Cook-off Commemorative Poster
- Primary Banner Placement (client supplies banner)
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor

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

Rock n' Bowl Sponsor \$500 - Unlimited:

- (2) Chili Passes
- (2) T-shirts
- Logo Placement on BWL's Chili Cook-Off Webpage (client supplies an EPS logo)
- Listed as sponsor

Opening Act Sponsor \$250 - \$499 - Unlimited:

- (2) Chili Passes
- (2) T-shirts