

Dear Prospective Sponsor,

Each year the Lansing Board of Water & Light, in partnership with local and national organizations, hosts the BWL Chili Cook-off Competition. Our 24th annual event will celebrate Lansing at Cooley Law School Stadium, where we'll bring 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, plenty 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 H.O.P.E./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.

An information packet has been provided with a list of options for your sponsorship. Please call (517) 702-7026 or e-mail breina.pugh@lbwl.com to confirm your selection and lock in your sponsorship package. Thank you in advance for your support!

Sincerely,

Breina Pugh

Breina Pugh, Chili Cook-off Sponsorship Chair
Lansing Board of Water & Light

2019 BWL Chili Cook-Off
Friday, October 4
5:30 - 9:00 p.m.
Cooley Law School Stadium

Our available sponsorship opportunities are listed below. Sponsors participating at \$2,500 and above will receive the VIP Treatment! You will have your own private entrance to the festival and exclusive access to the VIP Ten, where you and your guests can relax in the shade, enjoy refreshments and mingle with the celebrity judges of the Cook-off! Additional VIP passes can be purchased. Custom sponsorship opportunities are also available upon request.

SPONSOR OPPORTUNITIES

Corporate Auto

(1)
\$5,000

Stage Sponsor

(1)
\$5,000

Platinum Sponsor

(Unlimited)
\$5,000

VIP Tent Sponsor

(1)
\$3,000

Gold Sponsor

(unlimited)
\$3,000

Silver Sponsor

(unlimited)
\$2,500

T-Shirt Sponsor

(1)
\$2,500

**Chili Judge
Sponsor**

(1)
\$2,500

**Photobooth
Sponsor**

(1)
\$2,500

Bronze Sponsor

(unlimited)
\$1,500

Chili Contributor

(unlimited)
\$1,000

Chili Supporter

(unlimited)
\$500

BWL 24th ANNUAL CHILI COOK-OFF SPONSORSHIP PACKAGES

This year's theme is Celebrate Lansing



Presenting Sponsor: \$15,000 - 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
- Chili Cook-off website banner
- Pre – Chili Cook-off email blasts
- All media press releases
- Sponsor Representative address entire audience from stage
- First right of refusal on 2019 sponsorship
- Logo on t-shirts and poster!
- Booth space if desired
- Primary banner on north and south stage (Sponsor supplies banner)
- (12) VIP Tent Passes
- (12) Chili Passes
- (6) T-shirts
- (6) VIP Parking Passes
- Radio Interview Broadcast During the Event
- (15) LIVE mentions during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____”

- (6) Opening stage announcements/remarks
- Listed as sponsor

Television Media Sponsor - Only (1) sponsorship is available

- (1) opportunity for media talent to MC event
- (2) Chili Cook-off Judge spots
- Chili Cook-off website & social media banner
- Listed on all media press releases
- Promotional and/or chili booth space if desired
- (12) VIP Tent Passes
- (12) Chili Passes
- (6) VIP Parking Passes
- (6) T-shirts
- (24) Chili passes for giveaways
- Banner or sign displayed at event
- Listed as sponsor

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

- Radio advertising
- (4) Opening stage announcements/remarks
- (6) VIP Tent Passes
- (8) Chili Passes
- (3) VIP Parking Passes
- (3) T-shirts
- (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 24th annual Board of Water & 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

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

- Radio advertising
- Stage prominently branded by the Sponsor
- (4) Opening stage announcements/remarks
- (6) VIP Tent Passes
- (8) Chili Passes
- (3) VIP Parking Passes
- (3) T-shirts
- (10) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & 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

Platinum Sponsor: \$5,000 – Unlimited sponsorship is available

- Radio advertising

- (4) opening stage announcements/remarks
- (6) passes for VIP Tent
- (8) Chili Passes
- (3) VIP Parking Passes
- (3) T-shirts
- Banner Placement by the radio stations
- (10) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & 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

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

- Passes for VIP Tent prominently branded by the sponsor
- (2) opening stage announcement/remarks
- (4) VIP Tent passes
- (6) Chili Passes
- (2) VIP Parking Passes
- (5) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & 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

Gold Sponsor - \$3,000 - Unlimited sponsorship is available

- (2) opening stage announcement/remarks
- Banner or sign displayed at the event provided by sponsor
- (4) VIP Tent passes
- (4) Chili Passes
- (2) VIP Parking Passes
- (5) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & 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*: \$2,500 - Only (1) sponsorship is available

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

- Opening stage announcement/remarks
- Banner displayed at the event (client supplies banner)
- (2) VIP Tent passes
- (4) Chili Passes
- (1) VIP Parking Pass
- (2) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & Light Chili Cook-off, brought to

you today by the following sponsors_____”

- o Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- o Booth space if desired
- o Listed as sponsor

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

- o Banner on Chili Judges Table (sponsor supplies banner)
- o Opening stage announcement/remarks
- o (2) VIP Tent passes
- o (4) Chili Passes
- o (1) VIP Parking Pass
- o (2) LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____”
- o Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- o Listed as sponsor

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

- o Logo placement on backdrop for attendees to take photographs
- o Opening stage announcement/remark
- o Banner displayed at the event (client supplies banner)
- o Booth space if required
- o (2) VIP Tent passes
- o (4) Chili Passes
- o (1) VIP Parking Pass
- o (2) LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____”
- o Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- o Listed as sponsor

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

- o Opening stage announcement/remark
- o Banner Displayed at the event (client supplies banner)
- o Booth space if desired
- o (2) VIP Tent Passes
- o (4) Chili Passes
- o (1) VIP Parking Pass
- o (2) LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____”
- o Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- o Listed as sponsor

Bronze Sponsor \$1,500 – Unlimited sponsorships available

- o (4) Chili Passes
- o Primary banner placement (client supplies banner)
- o LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 24th annual Board of Water & 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

Chili Contributor \$1,000 – Unlimited sponsorships available

- (4) Chili Passes
- Primary banner placement (client supplies banner)
- Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- Listed as sponsor

Chili Supporter \$500 – Unlimited sponsorships available

- (2) Chili Passes
- Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- Listed as sponsor