

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 23rd annual event travels to 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) 702-6903 or e-mail Taylor.Heins@lbwl.com to confirm your selection and lock in your sponsorship package. Thank you in advance for your support!

Sincerely,

Taylor Heins

Taylor Heins, Chili Cook-off Sponsorship Chair
Lansing Board of Water & Light

This year's Chili from Around the World theme will Travel to Cooley Law School Stadium!

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 **Airport Lounge VIP Tent**, where you and your guests can relax in the shade, enjoy free refreshments and mingle with celebrity guests of the Cook-off! Additional VIP passes can be purchased for \$500 each.

SPONSORS

Corporate Auto

(1)
\$5,000

Chili Ambassador

(1)
\$5,000

Chili Interpreter

(Unlimited)
\$5,000

Airport Lounge (VIP Tent)

(1)
\$3,000

Frequent Flyer

(unlimited)
\$3,000

Travel Agent

(unlimited)
\$2,500

T-Shirt

(1)
\$2,500

Globetrotter

(1)
\$2,500

Customs Officer

(1)
\$2,500

International Foodie

(unlimited)
\$1,500

Sightseer

(unlimited)
\$1,000

Flight Crew

(unlimited)
\$500

Cultural

(unlimited)
<\$500

BWL 23rd ANNUAL CHILI COOK-OFF SPONSORSHIP PACKAGES

This year's theme is Chili from Around the World!



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
- 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 2019 sponsorship
- Logo on t-shirts and poster!
- Booth space if desired
- Primary banner on north and south stage (Sponsor supplies banner)
- (12) Airport Lounge passes for VIP 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 23rd annual Board of Water & 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) Airport Lounge passes for VIP 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 23rd 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

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

- Radio advertising
- Stage prominently branded by the Sponsor
- (4) Opening stage announcements/remarks
- (6) Airport Lounge passes for VIP 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 23rd 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 Interpreter: \$5,000 – Unlimited sponsorship is available

- Radio advertising
- (4) opening stage announcements/remarks
- (6) Airport Lounge passes for VIP 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 23rd 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

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

- (2) opening stage announcement/remarks

- Airport Lounge passes for VIP Tent prominently branded by the sponsor
- (4) Airport Lounge passes for VIP 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 23rd 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

Frequent Flyer Sponsor - \$3,000 - Unlimited sponsorship is available

- (2) opening stage announcement/remarks
- Banner or sign displayed at the event provided by sponsor
- (4) Airport Lounge passes for VIP 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 23rd 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)
- Airport Lounge passes for VIP Tent
- Chili Passes
- (2) T-shirts
- Framed Chili Cook-off Commemorative Poster
- (2) LIVE mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 23rd 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)
- Booth space if desired
- Listed as sponsor

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

- Opening stage announcement/remarks
- Banner on Chili Judges Table (sponsor supplies banner)
- Airport Lounge passes for VIP Tent
- 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 23rd 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

Customs Officer 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 Airport Lounge passes for VIP Tent
- o Chili Passes
- o (2) T-shirts
- o Framed Chili Cook-off Commemorative Poster
- o (2) LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 23rd 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

Travel Agent 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 Airport Lounge passes for VIP Tent
- o Chili Passes
- o (2) T-shirts
- o Framed Chili Cook-off Commemorative Poster
- o (2) LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 23rd 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

International Foodie Sponsor \$1,500 – Unlimited sponsorships available

- o (2) Chili Passes
- o (2) T-Shirts
- o Framed Chili Cook-off Commemorative Poster
- o Primary banner placement (client supplies banner)
- o LIVE mention during the on-location broadcast. “Welcome back, this is (announcer) broadcasting live at the 23rd 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 on poster as a sponsor

Sightseer Sponsor \$1,000 – Unlimited sponsorships available

- o (2) Chili Passes
- o (2) T-Shirts
- o 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. *****

Flight Crew Sponsor \$500 – Unlimited sponsorships available

- (2) Chili Passes
- (2) T-shirts
- Logo placement on BWL's Chili Cook-off webpage (client supplies an EPS logo)
- Listed as sponsor

Cultural Sponsor \$250 - \$499 – Unlimited sponsorships available

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