

# MOTOWN MARDI GRAS

Brought to you by:



WEST VIRGINIA PUBLIC THEATRE

Bringing Bourbon Street to Pleasant Street

## SPONSORSHIP KIT

Thursday, February 27, 2025

6 p.m - 10 p.m.

Lower Pleasant Street  
121 - 137 Pleasant Street  
Morgantown, WV 26501

# MOTOWN MARDI GRAS

## BRINGING BOURBON STREET TO PLEASANT STREET

The West Virginia Public Theatre invites you to the inaugural Motown Mardi Gras, North Central West Virginia's newest and biggest Mardi Gras party of the year. This will be an evening of fun, fellowship, music and supporting the West Virginia Public Theatre in its mission of enhancing the cultural environment of the state and region by providing quality professional programming and educational outreach experiences for all citizens.

We work diligently to sustain its reputation as the premier professional theatre company in West Virginia.

WVPT productions are mounted locally from start to finish making. The state of West Virginia recognizes us as the largest performing arts provider for children. For 20 years, the holiday show has reached 3,000 children annually from 16 counties in Maryland, Pennsylvania, and West Virginia. For many of these children, WVPT provides their first, and in some cases, only, exposure to live professional theatre.

We continue to receive exciting responses from teachers and principals about the joy it gives their students. The school systems attend at a discounted rate, and each year we provide study guides and other material for the teachers and students to promote literacy through the use of drama and theatre.

## EVENT DETAILS

**Date - Time**  
Thursday, February 27, 2025  
6 p.m - 10 p.m.

**Tickets**  
\$50/per person

### Ticket Includes:

**Swag**  
**Mardi Gras Menu**

**Musical Entertainment**  
**Photo Booth**

**Door Prizes**  
**& More!**

**Lower Pleasant Street**  
**121 - 137 Pleasant Street**  
**Morgantown, WV 26501**





# SPONSORSHIP MEDIA EXPOSURE

## WHAT DO YOU GET AS A SPONSOR?

Recognition is given to all sponsors, no matter the level! The benefits for your organization are endless! From the start of the first day of ticket sales until the end of the event and beyond, your company logo will be in front of community leaders. Along with onsite recognition, it will also appear on all marketing materials including but not limited to flyers, posters, and displays, and mentioned in media coverage and pre-event advertising.



## LEAD UP EXPOSURE    EVENT DAY EXPOSURE

- Website Exposure
- Social Media Exposure
- Community Promotion of the Event
- Ample Signage
- Public Address Announcements
- Social Media Exposure
- If applicable, logos displayed on specific items sponsored

## EXPOSURE AFTER THE EVENT

- Follow-Up Thank You Emails
- Social Media Mentions
- Memories from Participants
- Event Memorabilia
- Event Day Photos



## CURRENT SPONSORS





# SPONSORSHIP OVERVIEW

The Inaugural Motown Mardi Gras will impact hundreds of people, not just in North Central WV or the entire state, but regionally and nationally as well, yielding many brand impressions:

- 300+ attendees
- 250+ tickets sold
- 50+ sponsor tickets in addition
- 25+ volunteers and community personnel to help ensure event safety and success.
- Event benefits the West Virginia Public Theatre:

## **1 MILLION Patrons**

We have performed for over 1 million patrons.

## **150,000 Students**

We have performed for over 150,000 school students who would have not otherwise had the opportunity to see a live theatrical experience.

## **190+ Broadway Quality Productions**

We have presented over 190 Broadway quality productions featuring talent from all across North America including those with extensive experience on Broadway, television and film.



follow us



@WVPUBLICTHEATRE.ORG



@WVPUBLICTHEATRE



[wvpublictheatre.org](http://wvpublictheatre.org)



## MOTOWN MARDI GRAS PRESENTING KING SPONSOR: \$10,000

### 1 Available

- Recognized on ALL event materials as Presenting Sponsor (2025 Motown Mardi Gras presented by ....)
- Mentions with all digital and on air advertising and interviews (2025 Motown Mardi Gras presented by ....)
- Logo prominently displayed on Motown Mardi Gras website homepage with link to company homepage
- 2 Full Page Ads in Digital Program
- 12 2025 Motown Mardi Gras Tickets
- 12 Signature Drink Tickets
- Opportunity to address attendees at event

## MOTOWN MARDI GRAS QUEEN ENTERTAINMENT SPONSOR: \$7,500

### 1 Available

- Recognized on ALL event materials as Royal Court Entertainment Sponsor
- Logo displayed on Motown Mardi Gras website homepage with link to company homepage
- Signage at ALL Entertainment Stages
- 1 - Full Page Ad in Digital Program
- 1 - 1/2 Page Ad in Program
- 8 2025 Motown Mardi Gras Tickets
- 8 Signature Drink Tickets



## FRENCH MARKET CATERING SPONSOR: \$5,000

1 Available

- Banner recognition for French Market (Catering Presented by....)
- Logo displayed on Motown Mardi Gras website homepage with link to company homepage
- Logo inclusion on all digital
- 1 - Full Page Ad in Digital Program
- 1 - 1/4 Full Page Ad in Digital Program
- 8 2025 Motown Mardi Gras Tickets
- 8 Signature Drink Tickets



## BOURBON STREET RECEPTION SPONSOR: \$3,500

1 Available

- Banner recognition for Reception (Entertainment Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on all digital
- 1 - Full Page Ad in Digital Program
- 6 2025 Motown Mardi Gras Tickets
- 6 Signature Drink Tickets



## JESTER'S COURT GAME SPONSOR: \$2,500

1 Available

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Announcement of sponsor on Motown Mardi Gras Social
- Logo inclusion on distributed printed materials
- 1/2 Page Ad in Digital Program
- 5 2025 Motown Mardi Gras Tickets
- 5 Signature Drink Tickets



## ROYAL COURT MASK CONTEST SPONSOR: \$2,500

**1 Available**

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/2 Page Ad in Digital Program
- 5 2025 Motown Mardi Gras Tickets
- 5 Signature Drink Tickets



## CONTI STREET SILENT AUCTION SPONSOR: \$2,000

**1 Available**

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/4 Page Ad in Digital Program
- 4 2025 Motown Mardi Gras Tickets
- 4 Signature Drink Tickets



## ONLINE TICKET GOLD BEAD SPONSOR: \$1,500

**1 Available**

- Company Logo on online distributed tickets
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/4 Page Ad in Program
- 3 2025 Motown Mardi Gras Tickets
- 3 Signature Drink Tickets



# VOLUNTEER PURPLE BEAD SPONSOR: \$1,500

**1 Available**

- Sign Placement at Volunteer Check-In Stations
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social Media Platforms
- 1/4 Page Ad in Program
- 2 Motown Mardi Gras Tickets
- 2 Signature Drink Tickets



# FRIENDS OF WVPT GREEN BEAD SPONSOR: \$500

**Many Available**

- Name displayed on Motown Mardi Gras website sponsor page in "Friends of WVPT" Section
- 1 Motown Mardi Gras Ticket



# CUSTOM SPONSORSHIP:

Custom sponsorship opportunities available.

Call the Motown Mardi Gras Event Coordinator Jamie Summerlin at 304-826-0311 for custom sponsorship information.



# 2025 MOTOWN MARDI GRAS SPONSOR AGREEMENT

This agreement is by and between West Virginia Public Theatre and the below entity (hereinafter referred to as "Sponsor".) Please complete this agreement in full.

Name of Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## ***Sponsorship Level (please check)***

Presenting King(\$10,000)

Entertainment Queen (\$7,500)  French Market Catering (\$5,000)

Bourbon Street Reception (\$3,500)  Jester's Courtyard (\$2,500)

Royal Court Mask (\$2,500)  Conti Street Silent Auction (\$2,000)

Online Ticket Gold Bead (\$1,500)  Volunteer Purple Bead (\$1,500)

Friends of WVPT (\$500)  Custom (TBD)

Authorized Signature: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_  Cash  Check  Other

## **SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNATURE**

Please complete contract and email to [sponsor@guidoncreative.com](mailto:sponsor@guidoncreative.com)

Please make checks payable to: **WVPT**

**ATTN: Jamie Summerlin, 1436 Evansdale Drive, Morgantown WV 26505**

It is the sponsor's responsibility to provide a "vector line art" .pdf file of their logo in order to include it on marketing materials. Please send to: [sponsor@guidoncreative.com](mailto:sponsor@guidoncreative.com) with subject Motown Mardi Gras

In order to have your logo as a live link on our website, please provide your URL:

For more information, contact Jamie Summerlin at 304-826-0311