

Dear Prospective Sponsor,

Each year the Lansing Board of Water & Light, in partnership with local organizations, hosts the BWL Chili Cook-off Competition. We'll be celebrating the 25th annual Chili Cook-off by roaring into the 20's and highlighting some of the beautiful R.E. Olds cars that helped put Lansing on the map.



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 payment 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

2020 BWL Chili Cook-Off
Friday, October 2
5:30 - 8:30 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 Tent, where you and your guests can relax in the shade, enjoy refreshments and mingle with the celebrity judges of the Cook-off! 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 25th ANNUAL CHILI COOK-OFF SPONSORSHIP PACKAGES

This year's theme is Roaring REO



Presenting Sponsor: \$15,000 - Only (1) sponsorship is available

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

- Logo on t-shirts and poster
- All radio advertising, including radio commercials on 4 radio stations
- Logo placement on BWL's Chili Cook-off website
- Pre-Chili Cook-off email blasts
- All media press releases
- Sponsor representative address entire audience from stage
- First right of refusal on 2021 sponsorship
- Booth space if desired
- Prominent banner placement (sponsor supplies banner)
- (12) VIP tent passes
- (12) chili passes
- (6) t-shirts
- (6) VIP parking passes
- Logo placement on screens throughout stadium
- Radio interview broadcast during the event
- (15) live mentions during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 25th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____"
- (6) Opening stage announcements/remarks

Television Media Sponsor - Only (1) sponsorship is available

- (1) opportunity for media talent to MC event
- (2) Chili Cook-off judge spots
- Logo placement on Chili Cook-off website
- Logo placement on screens throughout stadium
- Social media promotion
- 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

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 25th 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 website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired
- Banner or sign displayed at event (sponsor supplies banner)

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 25th 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 website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired

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

- Radio advertising
- (4) opening stage announcements/remarks

- (6) VIP Tent passes
- (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 25th 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 website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired

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

- Passes for VIP tent prominently branded by the sponsor
- (2) opening stage announcement/remarks
- (10) 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 25th 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 website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired

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 25th 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 website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired

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 25th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____"

- Logo placement on BWL's Chili Cook-off website (client supplies an EPS logo)
- Logo placement on screens throughout stadium
- Booth space if desired

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

- Banner on chili judges table (sponsor supplies banner)
- Opening stage announcement/remarks
- (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 25th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____"
- Logo placement on BWL's Chili Cook-off website (client supplies an EPS logo)
- Logo placement on screens throughout stadium

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

- Opening stage announcement/remark
- Banner displayed at the event (client supplies banner)
- Booth space if desired
- (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 25th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____"
- Logo placement on BWL's Chili Cook-off website (client supplies an EPS logo)
- Logo placement on screens throughout stadium

Bronze Sponsor \$1,500 – Unlimited sponsorships available

- (4) chili passes
- Primary banner placement (client supplies banner)
- LIVE mention during the on-location broadcast. "Welcome back, this is (announcer) broadcasting live at the 25th annual Board of Water & Light Chili Cook-off, brought to you today by the following sponsors_____"
- Logo placement on BWL's Chili Cook-off website (client supplies an EPS logo)
- Logo placement on screens throughout stadium

Chili Contributor \$1,000 – Unlimited sponsorships available

- (4) Chili Passes
- Primary banner placement (client supplies banner)
- Company name listed on BWL's Chili Cook-off website
- Company name listed on screens throughout stadium

Chili Supporter \$500 – Unlimited sponsorships available

- (2) Chili Passes
- Company name listed on BWL's Chili Cook-off website
- Company name listed on screens throughout stadium