



# CAJUN HEARTLAND STATE FAIR 2022 SPONSORSHIP PACKET



444 CAJUNDOME BLVD  
LAFAYETTE, LA 70506  
[WWW.CAJUNDOME.COM](http://WWW.CAJUNDOME.COM)





## **CAJUN HEARTLAND STATE FAIR**

### **MAY 26 - JUNE 5, 2022**

The 34th Annual Cajun Heartland State Fair is scheduled for Thursday, May 26, through Sunday, June 5, 2022.

The Cajun Heartland State Fair provides live entertainment, exciting rides, games, and much more for the whole family.

The 2021 Cajun Heartland State Fair attracted more than 53,000 people and traffic is driven through discount ride promotions, family attractions, music entertainment, delicious food, and more.

New sponsorship opportunities for 2022 are now available:

#### **Specialized Sponsorship Categories**

Grandstand Sponsor \$50,000

Table Room Sponsor \$10,000

#### **General Sponsorship Categories**

Gold Sponsors \$10,000

Silver Sponsors \$5,000

Bronze Sponsors \$2,500

Friends of the Fair \$1,000





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### GRANDSTAND STAGE SPONSOR \$50,000

The Cajun Heartland State Fair provides live entertainment, exciting rides, games, and much more for the whole family.

Put your brand front and center stage, in front of 50,000+ spectators as the Grandstand Stage Presenting Sponsor. The Grandstand features national, regional and local talent acts performing daily during the 11-day fair run.

#### SPONSOR TO RECEIVE:

- Branded stage backdrop and signage on stage
- Branded mentions in grandstand advertising
- Daily Pre-Show and Post-Show Recognition by Stage Emcee
- On-site Commercial Exhibit Space for the duration of the event or selected dates
- Social Media and Digital Support for all Commercial Activation dates
- Logo and web link on Fair page at CAJUNDOME.COM
- VIP Fair Parking for 5 Vehicles Daily
- \$2,500 in Ride Ticket Vouchers
- 250 Complimentary admission tickets to the Cajun Heartland State Fair
- 20 Daily Grandstand VIP Area Admission Passes





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#### **TABLE ROOM KARAOKE CLUB SPONSOR \$10,000**

The Cajun Heartland State Fair provides live entertainment, exciting rides, games, and much more for the whole family.

The Cajun Heartland State Fair attracts more than 50,000 people each year and traffic is driven through discount ride promotions, family attractions, music entertainment, delicious food, and more.

#### **SPONSOR TO RECEIVE:**

- Logo signage on Table Room Stage & LCDs
- Daily Pre-Show and Post-Show Recognition by Stage Emcee
- On-site Commercial Exhibit Space for the duration of the event or selected dates
- Social Media and Digital Support in daily show announcements
- Logo and web link on Fair page at [CAJUNDOME.COM](http://CAJUNDOME.COM)
- 2 VIP Fair Parking Passes & \$1,000 in Ride Tickets
- Reserved Sponsor Booth in Table Room





## CAJUN HEARTLAND STATE FAIR SPONSORSHIP INFORMATION

### **GOLD SPONSOR \$10,000**

- Logo placed on CHSF signage recognizing Gold Sponsors.
- Recognition at all Fair Special Events & Promotions
- On-site Commercial Exhibit Space for the duration of the event or selected dates
- Social Media and Digital Support for Commercial Activation dates
- Logo and web link at [WWW.CAJUNDOME.COM](http://WWW.CAJUNDOME.COM)
- Discount ride wristband promotion available to drive traffic to retail outlets
- 100 Fair Admission Tickets for employee or promotional use (\$500 value)
- Discounted Employee Admission Tickets & Ride Wristbands
- 5 Fair VIP Parking Passe
- \$2,000 in Ride Ticket Vouchers

### **SILVER SPONSOR \$5,000**

- Logo placed on CHSF signage recognizing Silver Sponsors.
- On-site Commercial Exhibit Space during select dates
- Social Media and Digital Support for Commercial Activation dates
- Logo and web link at [WWW.CAJUNDOME.COM](http://WWW.CAJUNDOME.COM)
- Discount wristband promotion available to drive traffic to retail outlets
- 50 Fair Admission Tickets for employee or promotional use (\$250 value)
- Discounted Employee Admission Tickets & Ride Wristbands
- 3 Fair VIP Parking Passes
- \$1,000 in Ride Ticket Vouchers

### **BRONZE SPONSOR \$2,500**

- Logo placed on CHSF signage recognizing Bronze Sponsors located throughout the fairgrounds
- On-site Commercial Exhibit Space on select dates
- Logo and web link at [WWW.CAJUNDOME.COM](http://WWW.CAJUNDOME.COM)
- Discounted Employee Admission Tickets & Ride Wristbands
- 2 Fair VIP Parking Passes
- \$500 in Ride Ticket Vouchers

### **FRIENDS OF THE FAIR \$1,000**

- Listing & web link at [WWW.CAJUNDOME.COM](http://WWW.CAJUNDOME.COM)
- Discounted Employee Admission Tickets & Ride Wristbands
- 1 Fair VIP Parking Pass
- \$200 in Ride Ticket Vouchers

\*Some sponsorship perks may be subject to change or substituted due to availability or COVID-19 guideline changes that effect Fairground operations.

**CAJUNDOME & CONVENTION CENTER**  
**444 CAJUNDOME BLVD LAFAYETTE, LA 70506**  
**MAIN 337-265-2100 FAX 337-265-2311**  
**CAJUN HEARTLAND STATE FAIR SPONSORSHIP**

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

**COMPANY INFORMATION**

COMPANY NAME: \_\_\_\_\_

COMPANY WEBSITE: \_\_\_\_\_

**SPONSOR LEVEL**

GRANDSTAND STAGE SPONSOR \$50,000

TABLE ROOM SPONSOR \$10,000

GOLD SPONSOR \$10,000

SILVER SPONSOR \$5,000

BRONZE SPONSOR \$2,500

FRIENDS OF THE FAIR \$1,000

OTHER/IN KIND DONATION: PLEASE DESCRIBE BELOW

\_\_\_\_\_  
DONATION VALUE: \_\_\_\_\_

**SIGNATURE**

\_\_\_\_\_  
CONTACT PERSON SIGNATURE

\_\_\_\_\_  
DATE

SUBMIT COMPLETED FORM, IN PERSON OR BY MAIL, TO THE CAJUNDOME, ATTN.  
MARKETING DEPT. MAKE CHECKS PAYABLE TO THE CAJUNDOME.

\_\_\_\_\_  
**OFFICIAL USE ONLY**

DATE SUBMITTED: \_\_\_\_\_

RECEIVED BY: \_\_\_\_\_