



MEMPHIS PIZZA FESTIVAL SPONSORSHIP PROPOSAL

September 21, 2024

**Agricenter International
7777 Walnut Grove Rd
Memphis, TN 38120**



Introduction

Pizza is the Therapy of the Soul. This is a Sponsorship Proposal for the **Inaugural Memphis Pizza Festival** taking place on Saturday, September 21, 2024 from 11am to 7pm at the AgriCenter in Memphis, TN arranged by the **Hospitality Group USA**. This event is a fundraiser for the **Mid-South Food Bank** and is expected to have 3,000 to 5,000 attendees to be visited by men and women ages 15 to 60. With the help of our partners, volunteers and sponsors, we intend to make this event a huge success and are pleased to invite you to be one of the sponsors for our upcoming event with this proposal.

Hospitality Group USA - Overview

Ours is a full-service event management firm specializing in food and entertainment events that was created by pairing together our passion for business and events. We bring a fresh, unique approach to the event management industry.

Our team understands that a properly executed event can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty.

Mission Statement:

At the **Memphis Pizza Festival**, our mission is to celebrate the art of pizza while supporting our community. We aim to create memorable experiences centered around delicious slices and culinary creativity. As part of our commitment to giving back, we donate a portion of our proceeds to the **Mid-South Food Bank**, helping to alleviate hunger in our region. Through our efforts, we strive to make a positive impact on our community by nourishing both body and soul, one slice at a time.



Sponsorship Benefits

- Showcase your brand at the Memphis Pizza Festival
- Gain exposure through our targeted and effective marketing campaign; encompasses radio, print, online and social media
- Build customer relationships and find new customers
- Entertain clients in our specialty VIP area

Additional Benefits

- Online and Social Media
Facebook, Twitter, Website
- Email Marketing
E-Blast circulation
- Onsite Marketing
Banners placed at key Festival points
- Product Sampling
Vendor Space available for samples, products



Presenting Sponsor \$25,000

- Business Named as Presenting Sponsor
- Up to 40' x 40' Onsite Activation Space
- Premium Placement in High Traffic Area
- Option for Category Exclusivity
- Event Access for Roaming Promoters
- Unlimited Access to Event Fencing for Banner Display
- 3 Emcee Announcement from Stage
- Logo/Link on Event Website Home Page
- Business Mentioned in Event Description on Ticketing Page
- Customized PR/Marketing Integration to include a Press Release, Advertisenebts, TV & Radio, Logo on Festival Flyers & Posters
- 10 VIP Admission Passes
- 50 General Admission Passes

Stage Sponsor \$10,000

- Naming of the Festival Main Stage
Custom Stage Banner Wrap
(Package includes banner printing)
- 20' x 20' Activation Space Side Stage
- 3 Emcee Announcement from Stage
- Logo/Link on Festival Website
- 6 Social Media Mentions
- Logo on Flyers & Posters
- Logo on Advertisement
- 6 VIP Admission Passes
- 30 General Admission Passes

VIP Area Sponsor \$7,500

- Naming of the VIP Area
- Up to 30'x30' Onsite Activation Space
- Premium Placement in High Traffic Area
- Event Access for Roaming Promoters
- Logo/Link on Event Website
- 2 Emcee Announcements from Stage
- 3 Social Media Mentions
- Logo on Festival Flyers & Posters
- 6 VIP Admission Passes
- 24 General Admission Passes

Souvenir Cup Sponsor \$7,500

- Up to 30'x30' Onsite Activation Space
- Premium Placement in High Traffic Area
- Event Access for Roaming Promoters
- 30ft of Event Fencing for Banner Display
- Logo/Link on Event Website
- 2 Emcee Announcements from Stage
- 2 Social Media Mentions
- Logo on Festival Flyers & Posters
- 30 General Admission Passes

Wristband Sponsor \$6,000

- Up to 30'x30' Onsite Activation Space
- Premium Placement in High Traffic Area
- Option for Category Exclusivity
- Event Access for Roaming Promoters
- 30ft of Event Fencing for Banner Display
- Logo/Link on Event Website
- 2 Emcee Announcements from Stage
- 3 Social Media Mentions
- Logo on Festival Flyers & Posters
- 30 General Admission Passes

For more information or to discuss your participation as a sponsor contact:

Nina Allen by email at Nina@MemphisPizzaFest.com or by phone at 731.388.9006.

Kids Craft & Activity Area \$3,000

- Naming of Kids Craft & Activity Area
- Event Access for Roaming Promoters
- 20ft of Event Fencing for Banner Display
- Logo/Link on Event Website
- 1 Emcee Announcement from Stage
- 2 Social Media Mentions
- Logo on Festival Flyers & Posters
- 12 General Admission Passes

Bluff City Sponsor \$1,000

- Logo/Link on Event Website
- 2 Emcee Announcements from Stage
- Logo on Festival Flyers & Posters
- 12 General Admission Passes

Shelby County Sponsor \$500

- Logo/Link on Event Website
- 1 Emcee Announcements from Stage
- 5 General Admission Passes

Friend of the Festival \$250

- Your name on Event Website
- 1 Emcee Announcements from Stage
- 2 General Admission Passes

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contact:

Nina Allen by email at Nina@MemphisPizzaFest.com or by phone at
731.388.9006.

SPONSORSHIP COMMITMENT FORM

TO ENSURE FULL SPONSORSHIP BENEFITS,
PLEASE RETURN FORM BY JUNE 1, 2024.

Choose your sponsorship level:

Presenting Sponsor: \$25,000
Stage Sponsor: \$10,000
VIP Area Sponsor: \$7,500
Souvenir Cup Sponsor: \$7,500
Wristband Sponsor: \$6,000
Kids Craft & Activity Sponsor: \$3,000
Bluff City Sponsor: \$1,000
Shelby County Sponsor: \$500
Friends of the Festival \$250

Provide sponsor information:

Company name: _____

Main contact: _____

Title: _____

Email: _____

Mailing Address: _____

City: State: ZIP: _____

Phone: _____

Website: _____

Payment information: Payment by: Check Credit Card N/A

Total Due: _____

Credit Card Number: _____

Expiration Date: _____

Card Signature: _____

Please submit completed form with payment information (credit card information or check) by mail, email or phone. For more information about sponsorship opportunities or to discuss in-kind sponsorships, please contact Nina Allen by email at Nina@MemphisPizzaFest.com or by phone at 731.388.9006.