



Dear Sirs,

It is my honor to invite you to become a part of the **8th Annual “Joy of Life” Mardi Gras Ball presented by Wind Creek Hospitality** on February 5, 2022 at the Daphne Civic Center, Daphne, Alabama. **All proceeds will benefit St. Jude Children’s Research Hospital.** The **JOL Ball** is a great opportunity to advertise for your company while having a blast dancing to live music and enjoying tastings from some of the Gulf Coast’s amazing chefs and restaurants -- all while raising funds for St. Jude Children’s Research.

There are many patients at St. Jude Children’s Research Hospital in Memphis, TN from the Mobile and Baldwin County area receiving treatment for cancer and other life-threatening diseases. St. Jude is internationally recognized for its pioneering work in finding cures and saving children with cancer and other deadly diseases. St. Jude is the only pediatric cancer research center where families never pay for the care their child receives.

With a daily operating cost of more than \$2 million dollars a day, St. Jude needs our unwavering support. We are excited to present the **8th Annual “Joy of Life” Mardi Gras Ball** and look forward to an amazing night of fundraising for St. Jude. I am so grateful to have you as a part of our local St. Jude family, which allows St. Jude to remain a place of hope.

Please review the enclosed information to learn the exclusive benefits for your support. Feel free to contact me at (251) 455-1566 or webb.jackson@joyoflifegulfcoast.org if you have any questions or comments. I would like to thank you for your support and I look forward to seeing you at the 2022 Mardi Gras Ball.

For the kids,

Webb Jackson
President



SPONSORSHIP OPPORTUNITIES

PRESENTING MIRACLES SPONSOR - \$25,000

▪ MEDIA/RADIO

- Inclusion in 30 promos on a local radio station 106.5 Talk Radio. Plus, ROS impressions on the station and website. Website and social media exposure. Company name will be mentioned extensively in radio promotion including King and Queen Interviews, and/or contests.

TOTAL RADIO MEDIA VALUED over \$50,000

▪ MEDIA/TV

- Minimum of (75) :30 on air promos to air on WKRG, WFNA, EKRK four weeks leading up to the event; (2) Mark Your Calendar to promote Annual Mardi Gras Ball; (2) Cooking Segments with John; Digital Web Ads on WKRG.com; Facebook Posts on the WKRG Facebook page; WKRG Coverage of the Event; w/Live Facebook; One offsite segment at Wind Creek.

TOTAL TV/ONLINE MEDIA VALUED over \$80,000

▪ MEDIA/PRINT

- Inclusion in 3 Lagniappe ads.

Value \$1,281

▪ PRE-EVENT

- Presenting Sponsor recognition in all news releases and media communications

Value \$1,000

▪ EVENT NIGHT

- Three tables with premier seating (tickets for 30 guests)
- Logo placement on exclusive Presenting Sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Presenting Sponsor recognition in slide presentation at event
- Full page ad on the inside front cover of event program book

▪ OTHER OPPORTUNITIES

- Company name will be mentioned extensively in all radio promotion including King and Queen Interviews, and contests
- VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special *hors d'oeuvres* with short lines.
- One (1) golf team in our annual charity golf tournament

GRAND PACKAGE VALUE: \$131,000



SPONSORSHIP OPPORTUNITIES

GIFT OF HOPE SPONSOR - \$12,000

▪ MEDIA/RADIO

- Inclusion in promos on a local radio station 106.5 Talk Radio. Plus, ROS impressions on all station websites, along with impressions on their app in the Mobile DMA. Website and social media exposure. Company name will be mentioned extensively in radio promotion including King and Queen Interviews, and/or contests.

TOTAL RADIO MEDIA VALUED AT \$25,000

▪ MEDIA/TV

- Inclusion in TV promos; Mention in Interviews featuring Joy of Life Committee Member/K&Q of the Ball, and digital exposure on TV media outlets.

TOTAL TV/ONLINE MEDIA VALUED AT \$16,500

▪ PRE-EVENT

- Presenting Sponsor recognition in all news releases and media communications
Value \$500

▪ EVENT NIGHT

- Two tables with premier seating (tickets for 20 guests)
- Logo placement on sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- VIP Room Access. Feel like the king and queen of the ball and special *hors d'oeuvres* with short lines.

Value: \$5,500

GRAND PACKAGE VALUE: \$51,000



SPONSORSHIP OPPORTUNITIES

DANNY'S DREAM SPONSOR - \$5,000

- Exclusive bar sponsor – prominent logo placement around bar area.
- Two tables for 20 guests
- Logo placement on sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- Sponsor recognition in all news releases and media communications
- Website exposure on all media websites
- VIP Room Access. Feel like the king and queen of the ball with special *hors d'oeuvres* and a VIP only bar-no waiting in lines.

PACKAGE VALUE: \$10,500

VIP JOY OF LIFE \$1,850

- One table for ten guests
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program
- VIP Room Access. Feel like the king and queen of the ball with special *hors d'oeuvres* and a VIP only bar-no waiting in lines.

JOY OF LIFE \$1,500

- One table for ten guests
- Logo placement on sponsor sign placed at entrance to the event
- Sponsor recognition in slide presentation at event
- Sponsor recognition in the event program

FRIEND OF ST. JUDE \$1,000

- One table for ten guests



SPONSORSHIP OPPORTUNITIES (*a la carte*):

LOGO/COMPANY PLACEMENT:

Logo Placement on Color-Changing Stadium Cups in VIP room- \$600 (*limit 1*)

- Your logo will be placed on custom-ordered take-home color changing stadium cups that our VIP guests will receive when they order drinks at the VIP bars. Great company exposure!
- Add a table for up to 10 guests for **\$1,000**

Logo Placement on Cups- \$700 (*limit 1*)

- Have your logo in the hands of every person at the Ball! All guests who order drinks at the bars will receive a cup with your logo on one side, and the Joy of Life logo on the other! Great company exposure!
- Add a table for up to 10 guests for **\$1,000**

Logo Placement on Photos- \$600 (*limit 3*)

- Two photo booths will be setup at the ball to capture the excitement of the ball. Your logo will be placed on all photos generated at the ball for all to see. Great company exposure!
- Add a table for up to 10 guests for **\$1,000**

Logo/Company Name Displays-\$500

- Logo/company name prominently displayed at the entrance of the ball-be seen by all attending the ball!
- Logo/company name shown on large 16'5" x 10' HD LED video screens every 15-30 seconds during the ball
- Sponsor recognition during presentation and in the event program



DJ Sponsorship-\$400

- Have your company get credit for providing the Ball with our DJ for the night! It's simple – select this sponsorship (as an add-on or *a la carte*) and we'll place your logo on a "Sponsored by:" sign near the DJ booth
- Sponsor appreciation recognition during presentation and in the event program

Beer Koozie-\$500-(limit of 3)

- Have your company's logo seen all around the ball. Koozies will be available at each bar and given out with each beer. (*Must provide koozies*)

PROGRAM ADVERTISEMENT:

Back Page of Program-\$1,000 (*first come, first serve*)

- Entire back page of each program will be yours only- your logo, company name and brief description of your company and services.

Half Page Advertisement-\$500 (*limit 4*)

- Half page of each program will be yours- logo, company name and brief description of your company and services



**2022 Joy of Life on the Gulf Coast
Mardi Gras Ball**
Benefiting St. Jude Children's Research Hospital

SPONSOR COMMITMENT FORM

We would be honored to add your business to our St. Jude family as a sponsor for the 2022 Joy of Life Ball. We promise it will be an extremely rewarding experience for your company and employees. With your commitment, we can pursue our founder's dream of a day when no child will die in the dawn of life.

Level of Sponsorship: _____

Name/Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

PLEASE MAKE CHECKS PAYABLE TO: ST. JUDE ON THE GULF COAST, INC.