



2027 Sponsorship & Partnership Guide

Two events. One purpose. Supporting Project HOPE Food Bank.

January 30: Masquerade Ball at Hotel Hot Springs • February 6: Mardi Gras Celebration at Bridge Street Entertainment District

PARTY WITH A PURPOSE

Celebrate Together. Strengthen Our Community. Help Our Neighbors.

WHY WE EXIST

Mardi Gras in the Spa exists to bring people together through celebration, community, and purpose. We are creating a welcoming Hot Springs tradition where neighbors, visitors, and businesses share in the joy of Mardi Gras while helping people facing hunger, food insecurity, and hardship.

OUR VISION

To build a signature annual Hot Springs celebration—something uniquely ours—that grows year after year, strengthens our community, and creates an enduring legacy of giving back.

2027: OUR MISSION IN ACTION

Our 2027 events benefit Project HOPE Food Bank. Through the Masquerade Ball and the Mardi Gras Celebration, sponsors help make memorable community experiences possible while supporting food security. The organization we support may change. The reason we help will not.

WHY YOUR SPONSORSHIP MATTERS

Your support does more than place a logo on a sign. It helps create a family-friendly tradition, draws people together in Hot Springs, gives local businesses a reason to connect with new audiences, and contributes to fundraising for neighbors in need. We invite you to help build a celebration worth returning to—and a mission worth sustaining.

Your sponsorship helps create two memorable Hot Springs events while supporting Project HOPE Food Bank. Choose one event or become a partner in both.

Festival sponsorships

Level	Investment	Festival VIP	Ball tickets
Presenting Sponsor	\$7,500	10	4
King Sponsor	\$5,000	8	2
Queen Sponsor	\$5,000	8	2
Entertainment Sponsor	\$5,000	8	2
Kids Zone Sponsor	\$4,000	6	2
Stage Sponsor	\$3,500	6	2
Krewe Sponsor	\$1,500	4	—
Pet Costume Contest Sponsor	\$1,000	2	—
Community Sponsor	\$750	2	—
Friends of Mardi Gras	\$250	1	—

All levels: signage, website and T-shirt logo/name recognition plus collective social appreciation. Complimentary 10×10 space at \$1,500+. Major and activity-specific sponsors receive dedicated signage, announcements and featured promotions.

Ball sponsorships

Level	Investment	Included Ball seating	Drinks	Festival VIP
Presenting Sponsor	\$5,000	Large table (8 seats)	16	8
Royal Ball Sponsor	\$3,500	Large table (8 seats)	8	6
Auction Sponsor	\$2,500	Small table (4 seats)	4	4
Entertainment Sponsor	\$2,500	Small table (4 seats)	4	4
Cocktail Hour Sponsor	\$2,000	Small table (4 seats)	4	4

Level	Investment	Included Ball seating	Drinks	Festival VIP
Royal Table Sponsor	\$1,500	Large table (8 seats)	—	4
Masquerade Sponsor	\$1,000	Small table (4 seats)	—	2
Friends of the Ball	\$250	2 admission tickets	—	1

Large tables seat 8; small tables seat 4. Drink tickets only at \$2,000+ sponsorships. Ball sponsors and Royal Table purchasers receive priority before \$125 general admission is released.

Joint partnerships

Featured combination	Total
Presenting Partner	\$12,500
Royal Partner	\$8,500
Entertainment Partner	\$7,500
Kids Zone & Cocktail Hour Partner	\$6,000
Stage & Auction Partner	\$6,000
Krewe & Royal Table Partner	\$3,000
Community & Masquerade Partner	\$1,750
Friends Partner	\$500

Joint packages include the benefits of both selected levels and recognition as a 2027 Mardi Gras in the Spa Partner. Custom combinations welcome; no automatic discount. Complimentary Festival space follows the selected Festival sponsorship level.

Why sponsor?

- Connect with community members and visitors across two events.
- Receive measurable admission value: Ball general admission \$125; Festival VIP admission \$50.
- Gain logo placement on event signage, website and Festival T-shirts, with added prominence and dedicated signage for major sponsors.
- Support charitable fundraising benefiting Project HOPE Food Bank.

Additional exclusive opportunity

Official After Party Host — a separately negotiated local bar or restaurant partnership featuring stage announcements directing Festival attendees to the host after the celebration.

Our charitable purpose

Mardi Gras in the Spa brings residents, visitors and businesses together to celebrate Hot Springs while raising funds to support Project HOPE Food Bank and its work addressing food insecurity.

Donation documentation: Project HOPE may provide acknowledgment documentation for qualifying contributions. The tax treatment of sponsorship payments or in-kind gifts depends on the arrangement and benefits received; please consult your tax adviser. Documentation availability should be confirmed with Project HOPE for each contribution type.

Become a sponsor

Contact Tim@MardiGrasInTheSpa.com | 501-939-4701 | www.MardiGrasInTheSpa.com

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