



Festival Sponsorship Opportunities

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

Saturday, February 6, 2027 | Bridge Street Entertainment District | Hot Springs, Arkansas

PARTY WITH A PURPOSE

Celebrate Together. Strengthen Our Community. Help Our Neighbors.

We are building more than two events. We are creating a welcoming Mardi Gras tradition that brings Hot Springs residents, visitors, and local businesses together—and turns the joy of celebration into meaningful support for neighbors facing hunger, food insecurity, and hardship.

OUR VISION | A signature annual Hot Springs celebration that grows stronger each year, strengthens local connections, and creates lasting charitable impact.

2027 MISSION IN ACTION | This year our charitable beneficiary is Project HOPE Food Bank. The organization we support may change. The reason we help will not.

Build on the community celebration launched in 2026 while helping address food insecurity in our region. Sponsor the family-friendly festival, its entertainment, royalty, children's activities, or beloved pet costume contest.

Festival sponsorship levels

Sponsorship	Investment	Available	Festival VIP passes	Ball tickets
Presenting Sponsor	\$7,500	1	10	4
King Sponsor	\$5,000	1	8	2
Queen Sponsor	\$5,000	1	8	2
Entertainment Sponsor	\$5,000	1	8	2

Sponsorship	Investment	Available	Festival VIP passes	Ball tickets
Kids Zone Sponsor	\$4,000	1	6	2
Stage Sponsor	\$3,500	1	6	2
Krewe Sponsor	\$1,500	Multiple	4	—
Pet Costume Contest Sponsor	\$1,000	1	2	—
Community Sponsor	\$750	Multiple	2	—
Friends of Mardi Gras	\$250	Multiple	1	—

Recognition included at every level

All Festival sponsors receive logo/name recognition on event signage, the event website, and official T-shirts, plus collective sponsor appreciation on social media. Placement and prominence vary by level. Major sponsors also receive enhanced recognition at both events, website links, sponsor spotlights and renewal opportunities as applicable.

Special recognition by sponsorship

- Presenting Sponsor (\$7,500): Premier event naming recognition; prominent dedicated event signage; featured promotions and stage acknowledgments.
- King Sponsor (\$5,000): Dedicated royal sponsor signage; featured promotion and stage recognition.
- Queen Sponsor (\$5,000): Dedicated royal sponsor signage; featured promotion and stage recognition.
- Entertainment Sponsor (\$5,000): Dedicated entertainment signage, performer-related recognition and announcements.
- Kids Zone Sponsor (\$4,000): Dedicated Kids Zone signage, area recognition and promotional mentions.
- Stage Sponsor (\$3,500): Prominent signage at or near the stage and stage-related recognition.
- Krewe Sponsor (\$1,500): Enhanced sponsor recognition and stage acknowledgment where practical.
- Pet Costume Contest Sponsor (\$1,000): Exclusive contest naming recognition, dedicated contest signage, announcements and opportunity to present awards.
- Community Sponsor (\$750): General sponsor recognition.

- Friends of Mardi Gras (\$250): General sponsor recognition.

Additional sponsor benefits

- A complimentary 10×10 Festival space is included with Festival sponsorships of \$1,500 or more, subject to event rules and placement availability.
- Festival VIP admission is valued at \$50 per pass; complimentary Masquerade Ball general admission is valued at \$125 per ticket.
- Dedicated signage for major sponsors is tailored to the sponsored area; specific sign dimensions and quantities are not guaranteed.
- Official After Party Host: an exclusive, separately negotiated local bar or restaurant partnership. Contact us to discuss hosting the official after party and receiving stage-directed attendee promotion.

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

2027 MARDI GRAS IN THE SPA
