



Joint Sponsorship & Partnership Opportunities

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

Masquerade Ball: January 30, 2027 | Hotel Hot Springs

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.

Festival: February 6, 2027 | Bridge Street Entertainment District

Support both signature Mardi Gras in the Spa events with one coordinated partnership. Choose a featured combination or build your own package from available Festival and Ball levels.

Featured joint partnerships

Partnership	Combined investment	Includes
Presenting Partner	\$12,500	Festival Presenting + Ball Presenting
Royal Partner	\$8,500	Festival King or Queen + Royal Ball
Entertainment Partner	\$7,500	Festival Entertainment + Ball Entertainment

Partnership	Combined investment	Includes
Kids Zone & Cocktail Hour Partner	\$6,000	Festival Kids Zone + Ball Cocktail Hour
Stage & Auction Partner	\$6,000	Festival Stage + Ball Auction
Krewe & Royal Table Partner	\$3,000	Festival Krewe + Ball Royal Table
Community & Masquerade Partner	\$1,750	Festival Community + Ball Masquerade
Friends Partner	\$500	Festival Friends + Friends of the Ball

How joint sponsorship works

- Combined investment is the sum of the two selected sponsorship levels; there is no automatic discount or surcharge.
- Partners receive the published benefits of both selected packages, including their combined complimentary admissions, subject to venue capacity and inventory commitments.
- Every joint sponsor receives the “2027 Mardi Gras in the Spa Partner” designation and recognition at both events.
- A complimentary 10×10 Festival space is included only when the selected Festival sponsorship is \$1,500 or higher; joint participation alone does not add a space.
- Presenting and Royal Ball sponsorships already include Friends of Mardi Gras recognition; this is not a separate paid Festival sponsorship or an additional set of Friends-level tickets.

Sponsor exposure

All sponsors receive recognition on event signage, website and official Festival T-shirts. Major sponsors may receive dedicated signage, sponsor spotlights, enhanced website links, stage/emcee mentions, and first opportunity to renew as specified in their individual packages.

Priority seating and availability

Ball sponsors and Royal Table purchasers receive priority before remaining \$125 general admission tickets are released. Sponsorship packages and seating are limited and subject to availability.

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
