



## PRESENTING SPONSOR

“<SPONSOR NAME> Presents The 8th annual Dallas Margarita Meltdown”

### MEDIA EXPOSURE:

- Logo on event print ad in the Dallas Observer
- Name used as Presenting Sponsor on 2-week radio ads
- Name used as Presenting Sponsor on Facebook ads
- Name used as Presenting Sponsor on Instagram ads

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and banners located at entrance, stage and vip area

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of (10x20 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (6) GA tickets & (6) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$15,000

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## SUPPORTING SPONSOR

### MEDIA EXPOSURE:

- Logo on event print ads in Dallas Observer

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name used as Supporting Sponsor on all social media ads
- Name mentioned on Facebook event page
- Name mentioned on Eventbrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and banners located at entrance, stage and vip area

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of event (10x20 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (4) GA tickets & (4) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$10,000

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## ENTERTAINMENT SPONSOR

DJ Reggs and live music line up presented by “ENTERTAINMENT SPONSOR”

### MEDIA EXPOSURE:

- Logo on event print ads in Dallas Observer
- Name used on social media ads as Entertainment presented by “PRESENTING SPONSOR”

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and banners at entrance and vip area
- Logo on event banners wrapping the stage

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of event (10x20 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (3) GA tickets & (3) VIP tickets to Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$7,500

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## VIP AREA SPONSOR

VIP AREA presented by “PRESENTING SPONSOR”

### MEDIA EXPOSURE:

- Logo on event print ads in Dallas Observer
- VIP AREA presented by “PRESENTING SPONSOR” on social media ads

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on Eventbrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and banners located at entrance, stage and vip area
- Logo or name on VIP Lanyards, Wristbands and Cups

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of event (10x20 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets & (2) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$5,000

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## MARGARITA SAMPLING CARD SPONSOR

### MEDIA EXPOSURE:

- Logo on event print ads in the Dallas Observer

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on all event banners
- Logo on back of 3,500 Margarita Sampling Cards given to each attendee

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of (10x10 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (3) GA tickets & (3) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$2,500

### SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## WOODEN VOTING CHIP SPONSOR

Your Logo will be placed on each wooden voting chip given to all attendees to vote with.

### MEDIA EXPOSURE:

- Logo on event print ads in the Dallas Observer

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners
- Logo placed on 3,500 Wooden Nickels given to attendees to place vote with in Ballot Box

### ON-SITE OPPORTUNITIES:

- Exhibition space day of (10x10 space with electricity)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (3) GA tickets & (3) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$2,500

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## WATER SPONSOR

Your logo will be on bottled water at the front gate.

### MEDIA EXPOSURE:

- Logo on event print ads

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners
- Logo on water bottles given to attendees

### ON-SITE OPPORTUNITIES:

- Exhibition space day of (10x10 space)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets & (2) VIP tickets to Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$1,000

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## HOTEL SPONSOR

Partner with Dallas Margarita Meltdown by offering discounted room rate to event attendees.

### MEDIA EXPOSURE:

- Logo on event print ads in Dallas Observer

### ONLINE:

- Logo and link on the [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners

### ON-SITE OPPORTUNITIES:

- Exhibition space day of event (10x10 space)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets & (2) VIP tickets to The Dallas Margarita Meltdown

### HOTEL SPONSOR TO PROVIDE:

- 2 Comp rooms to the Dallas Margarita Meltdown for contesting
- Block of Hotel Rooms for the weekend of Event at a discounted rate for the Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$1,000

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_





## VOTING BALLOT BOX SPONSOR

Your logo will be on each ballot box set at the competing establishments tables.

### MEDIA EXPOSURE:

- Logo on event print ads
- Logo on recap event print ad

### ONLINE:

- Logo and link on the [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners
- Logo on banner wrapping the stage

### ON-SITE OPPORTUNITIES:

- Exhibition space day of event (10x10 space)
- Signage at event (provided by sponsor)
- Industry/brand exclusivity
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets & (2) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$625

## SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## T-SHIRT SPONSOR

Place your logo on all official shirts of the Dallas Margarita Meltdown

### ONLINE:

- Logo and link on the [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on EventBrite ticket page
- Tagged on a portion of Facebook, Twitter and Instagram posts

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners

### ON-SITE OPPORTUNITIES:

- Exclusive T-Shirt Sponsor and Exhibition space day of event
  - T-Shirt Sponsor to create custom t-shirt design to be sold at event
  - T-Shirt Sponsor to Print & Sell all shirts at event, and other merchandise at their tent
  - T-Shirt Sponsor to provide DMM with 50 shirts for staff, volunteers and sponsors
- Signage at Booth Only day of event (to be provided by sponsor)
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (6) GA tickets & (2) VIP tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$500

### SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## PHOTO BOOTH SPONSOR

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page

### ON-SITE OPPORTUNITIES:

- Exclusive Photo Booth Sponsor of Dallas Margarita Meltdown
- Signage at Booth Only day of event (provided by sponsor)
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets to Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$500

### SPONSOR AGREEMENT

- SPONSOR NAME: \_\_\_\_\_
- TYPE OF SPONSORSHIP: \_\_\_\_\_
- DONATION AMOUNT: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Contact Cell: \_\_\_\_\_
- Contact Email: \_\_\_\_\_
- Mailing Address: \_\_\_\_\_



## VIP ENTRY GIFT SPONSOR

Reusable tote bags will be given to each VIP attendee on day of event.

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on EventBrite ticket page

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners
- Logo on all 250 gift bags for each VIP

### attendee ON-SITE OPPORTUNITIES:

- Exhibition space day of (10x10 space)
- Signage at Booth Only day of event (to be provided by sponsor)
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors
- (2) GA tickets to The Dallas Margarita Meltdown

### PRESENTING SPONSOR:

- Investment: \$350

### SPONSOR AGREEMENT

- SPONSOR NAME: \_\_\_\_\_
- TYPE OF SPONSORSHIP: \_\_\_\_\_
- DONATION AMOUNT: \_\_\_\_\_
- Contact Name: \_\_\_\_\_
- Contact Cell: \_\_\_\_\_
- Contact Email: \_\_\_\_\_
- Mailing Address: \_\_\_\_\_



## TACO VENDORS

Only (10) Available

### ONLINE:

- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page

### ON-SITE OPPORTUNITIES:

- Signage at Booth Only day of event (provided by sponsor)
- Exhibition space in selected food court area at Dallas Margarita Meltdown
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors

### DALLAS MARGARITA MELTDOWN OFFERS:

- We offer the space only (10x10 space)
- All food permits, city or state tax is vendor's responsibility

### TACO VENDORS WILL OFFER:

- Each food vendor must prepare enough tacos to feed 800-1,000 attendees
- Provide their own marketing, and promotional material to use at DMM
- No beer, wine or alcohol sales are allowed

### PRESENTING SPONSOR:

- Investment: \$350

### SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## RETAIL VENDOR

Only (20) Available

### ONLINE:

- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page

### ON-SITE OPPORTUNITIES:

- Signage at Booth Only day of event (to be provided by sponsor)
- Exhibition Space at designated retail are located at DMM
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to cross-promote with other event sponsors

### DALLAS MARGARITA MELTDOWN OFFERS:

- We offer the 10x10 space only

### RETAIL VENDORS OFFER:

- Provide their own marketing, and promotional material to use at DMM
- Will provide products to sale to attendees
- No beer, wine or alcohol sales are allowed

### PRESENTING SPONSOR:

- Investment: \$350

### SPONSOR AGREEMENT

- SPONSOR NAME:** \_\_\_\_\_
- TYPE OF SPONSORSHIP:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## LIQUOR SPONSOR

DONATED PRODUCT WILL BE USED FOR MARGARITA SAMPLING.

### MEDIA EXPOSURE:

- Logo on event print ads
- Logo on recap event print ad

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on EventBrite ticket page

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of event
- Signage at event (provided by sponsor)
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to have promotional girls at event to push product and distribute samples
- Opportunity to get brand into bartender's hands to be used in a Winning Margarita Cocktail Recipe
- (4) GA tickets & (2) VIP tickets to Dallas Margarita Meltdown

### LIQUOR SPONSOR:

- Investment: \$2,500 CASH Each Brand Plus (15) case donation
- Non-Exclusive

### PRODUCT AGREEMENT

- DISTRIBUTOR:** \_\_\_\_\_
- BRAND AND # OF CASES:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_



## BEER AND WINE SPONSOR

DONATED PRODUCT WILL BE USED FOR SAMPLING.

### MEDIA EXPOSURE:

- Logo on event print ads
- Logo on recap event print ad

### ONLINE:

- Logo and link on [www.dallasmargaritameltdown.com](http://www.dallasmargaritameltdown.com)
- Name mentioned on Facebook event page
- Name mentioned on Eventbrite ticket page

### EVENT COLLATERAL

- Logo inclusion on event flyers, posters and other marketing materials
- Logo on event banners

### ON-SITE OPPORTUNITIES:

- Premium exhibition space day of event
- Signage at event (provided by sponsor)
- Opportunity to roll out new promotions, products, giveaways, and contests at event
- Opportunity to have promotional girls at event to push product and distribute samples
- (4) GA tickets & (2) VIP tickets to The Dallas Margarita Meltdown

### BEER, WINE AND/OR SPONSOR:

- Investment: \$750 CASH Each Brand Plus (5) case donation
- Non-Exclusive

### PRODUCT AGREEMENT

- DISTRIBUTOR:** \_\_\_\_\_
- BRAND AND # OF CASES:** \_\_\_\_\_
- DONATION AMOUNT:** \_\_\_\_\_
- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_





## BANNER SPONSOR

PLACE YOUR LOGO ON EVENT BANNERS AT DALLAS MARGARITA MELTDOWN

### EVENT COLLATERAL

- Logo placement on event banners located at entrance, stage and vip area

### BANNER SPONSOR:

- Investment: \$250

## AGREEMENT

- Contact Name:** \_\_\_\_\_
- Contact Cell:** \_\_\_\_\_
- Contact Email:** \_\_\_\_\_
- Mailing Address:** \_\_\_\_\_