

Dear Supporter,

The Downtown Wichita Falls Development Board and the Wichita Falls Professional Firefighters Association are proud to announce the 2008 "Downtown Proud Cajun Festival" May 9th and 10th. This is a unique festival for North Texas and Southern Oklahoma, and one of only a few in the State of Texas. This event will be held at the Historic Downtown Farmers Market, and will feature Live Music from some of the best-known Louisiana Cajun and Zydeco Bands, and Local Artists. In addition to the world-class music, we will feature authentic Cajun foods including Crawfish, Shrimp, Gumbo, Etoufee', Cajun Fried Catfish, Mardi Gras Beans and Rice, and the ever popular New Orleans Dirty Rice. For those with more traditional tastes, we will also offer BBQ Ribs, Sausage, and Hot Dogs. There will be other Food Vendors serving up their specialties as well. On Saturday we will be host for the 2008 "Swamp Run" Motorcycle Ride, which will end up at the Festival. Also we have the 2008 Mardi Gras Classic Car Show, which will showcase some of the areas "coolest" rides, and awards will be given to winners of several categories.

We are conservatively estimating that there will be attendance of approx. 3,000 plus people from the North Texas and Southern Oklahoma Area, as well as the DFW Area. Of these, about 20% are estimated to be personnel from Sheppard AFB. This is a great opportunity to showcase your company and show your support for our Historical Downtown and your local firefighters. All donations are tax deductible.

Please look this information over and call if we can answer any questions you might have.

Contact Information:

Jon Reese- Event Chairman

Cell: 940-631-0499

Email: jreese@texomaice.com

OR

Cynthia Laney- Executive Director DWFD

Kelly Atkins- Executive Assistant DWFD

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Email: claney@downtownproud.com

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2008 *DOWNTOWN PROUD CAJUN FESTIVAL*

SPONSORSHIP PLEDGE FORM



Company Name: _____

Contact: _____

Address: _____

Phone: _____

Email: _____ @ _____

Sponsorship Levels:

_____	Presenting Sponsor (Includes 50 Passes to Festival, 5 Sponsor Shirts, 10 Event Shirts, 200 Food/Drink Coupons)	\$5,000.00
_____	Stage Sponsor (Includes 25 Passes to festival, 5 Sponsor Shirts, 5 Event Shirts, 100 Food/Drink Coupons)	\$2,500.00
_____	Crawfish Sponsor (Includes 15 Passes to Festival, 2 Sponsor Shirts, 5 Event Shirts, 50 Food/Drink Coupons)	\$1,000.00
_____	Shrimp Sponsor (Includes 15 Passes to festival, 2 Sponsor Shirts, 5 Event Shirts, 50 Food/Drink Coupons)	\$1,000.00
_____	Bayou Sponsor (Includes 5 Passes to Festival, 1 Sponsor Shirt, 5 Event Shirts, 25 Food/Drink Coupons)	\$ 500.00

Make Checks Payable To:

Downtown Wichita Falls Development, Inc.
719 Scott Ave. Suite 418
Wichita Falls, Texas 76301

All Donations are Tax Deductible

Festival Sponsor Fact Sheet

Overview: The 2008 Downtown Proud Cajun Festival will benefit the Downtown Wichita Falls Development Inc., a local non-profit group that promotes economic development and preservation within the historic downtown. In addition, a portion of the proceeds will benefit the Wichita Falls Professional Firefighters Association FIRE PAC. The festival will feature various Cajun foods and live music by authentic Cajun and Zydeco Bands, and local talents.

Demographics of Attendees: It is anticipated, based on previous events, that the majority of the patrons will be middle to upper middle income families, with average ages of 25-45 years old. Of these, approximately 20 percent will be active military stationed at Sheppard AFB. The geographic region of attendees will be approximately 80% from the Wichita Falls Metropolitan Area, 15% from the Dallas/Ft. Worth Area, and the remaining 5% from the Oklahoma City/Southern Oklahoma area.

Estimated Attendance: Based on previous events in this area, we anticipate approximately 2,000 – 3,000 attendees this year.

Schedule of Events:

Friday	6:00pm-10:00pm	Live Music Cajun Food
Saturday	10:00am-10:00pm	Live Music all Day Long Cajun Food Motorcycle Rally Classic Car Show Vendor Show

What do sponsors get for their donation?

The sponsorship money received will help offset the expenses that will be required to promote and host this festival. These expenses include the Bands, which will be contracted to perform, the food and related costs involved with this, advertising and printing, security, and associated costs of the festival. We will present each sponsor with a certain amount of passes, food coupons, and drink coupons to use or give away, and we will give each sponsor a certain number of Festival T-Shirts for their businesses. In addition, there will be heavy advertising on local and area TV Stations, print media to include newspapers and magazines, and posters that will be distributed within 150 miles of Wichita Falls. Also there will be Festival Internet Website advertising, and signage throughout the city. The exposure potential for sponsors is tremendous. Also, tax deductions are given for donations because DWFD is a 501(c)3 non-profit organization.

What kind of music will be played?

We will feature two well-known Red Dirt/Country Bands on Friday night, and Saturday will be filled with authentic Cajun Bands throughout the day along with some local artists and bands.

How much will it cost to get in and to eat?

The price to get into the festival and listen to the bands will be \$5.00 per person on Friday Night, and \$5.00 per person on Saturday. Once in, you will be able to purchase food and drink tickets, which can be used to buy the food of your choice or the drink of your choice (beer and soft drinks). The cost for food will range from \$2.00 to \$5.00 per serving.

When is the deadline to be a sponsor? We would like to have all sponsorship pledges back by March 15th. This will enable us time to have your business name/logo placed on all our advertising, The media campaign will begin March 21st.

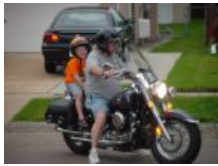
Schedule of Events

Friday Evening

6:00 pm	Gates Open Food “Bayou” Open Gumbo Cook-off Starts
6:30pm– 10:00pm	Bands Play (all evening)
8:00pm	Gumbo Cook-Off Judging Starts
9:00pm	Gumbo Winners Announced
10:00pm	Festival Evening Ends

Saturday

10:00am	Gates Open Food “Bayou” Open Classic Car Show Starts
10:00am-10:00pm	Live Music (all day/evening)



11:30am	Motorcycle “Swamp Run” Starts
12:00pm	Last Bike Out



1:30pm	Crawfish Eating Contest (\$20 Entry Fee. Winner Splits Pot 50/50 with DWFD)
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3:00pm	Cajun HOT Wing Eating Contest (\$10 Entry Fee. Winner Splits Pot 50/50 with DWFD)
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4:00pm	Car Show Winners Announced
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5:00pm-10:00pm	TBA
10:00 pm	Festival Ends