

# 2019 Mobtown Mac 'n Cheese Fest – Partnership Levels



*On Saturday, April 6th, 2019, from 11:00 am – 3:00 pm, United Cerebral Palsy will host its first ever Mobtown Mac 'N Cheese Fest at Cathedral Square in downtown Mobile. If you would like to be a “Very Important Cheese” (V.I.C.) and join us in our endeavor to bring comfort food to the Gulf Coast as a final goodbye to the cold weather, please see the levels below and fill out a partnership application. For more information contact Wayne Dean ([wdean@ucpmobile.org](mailto:wdean@ucpmobile.org)), Lauren Luckie ([lluckie@ucpmobile.org](mailto:lluckie@ucpmobile.org)) or Stephanie Fowler ([sfowler@ucpmobile.org](mailto:sfowler@ucpmobile.org)) through email or by calling (251) 479-4900.*

## Big Cheese Presenting Partner: \$5,000

*(This is the highest level of partnership designed to maximize exposure for your company)*

- Exclusive presenting rights to the event; company’s name will follow “*MOBTOWN Mac ‘N Cheese Fest*” in ALL marketing and promotional materials (i.e. United Cerebral Palsy’s *MOBTOWN Mac ‘N Cheese Fest* presented by Company XYZ)
- Custom logo/name inclusion on awards
- Presenting placement on all event signage, etc.
- Presenting level mention in all print advertisements, press releases, web content, social media, email marketing and printed materials
- Prominent banner placement at sole entrance to the park
- Exclusive Very Important Cheese (V.I.C.) entry for 20
  - V.I.C entry includes available entry an hour prior to the event opening to the general public

## Sharp Cheddar Entertainment Partner: \$2,500

*(This is the premium level of partnership designed to give a high level of exposure to your company)*

- Logo placement on signage surrounding the band/entertainment
- Prominently named sponsor in all news media press releases
- Prominent placement on all event signage, etc.
- Prominent banner placement at sole entrance to the park
- Prominent mention in all print advertisements, web content, social media and printed materials
- Exclusive V.I.C entry for 10
  - V.I.C. entry includes available entry an hour prior to the event opening to the general public

## Imported Swiss Partner: \$1,000

(This level of partnership is designed to give prominent levels of exposure to all participants)

- Proportionate sized logo on event signage, etc.
- Proportionate banner placement at sole entrance to the park
- Recognition in all print advertisements, press releases, web content, social media, email marketing and printed materials
- Exclusive V.I.C. entry for 5
  - V.I.C. entry includes available entry an hour prior to the event opening to the general public

## Mozzarella Partner: \$500

(This level of partnership is designed to give high levels of exposure to all participants)

- Proportionate sized logo on event signage, etc
- Proportionate banner placement at sole entrance to the park
- Recognition on web content, social media, email marketing and printed materials
- Exclusive V.I.C. entry for 3
  - V.I.C. entry includes available entry an hour prior to the event opening to the general public

## Noodle Champion: \$100

(Ideal for smaller businesses interested in the added exposure along with families looking to show support)

- Proportionate banner placement at sole entrance to the park
- Recognition on web content, social media, email marketing and printed materials
- Exclusive V.I.C. entry for 3
  - V.I.C. entry includes available entry an hour prior to the event opening to the general public

*All funds raised benefit United Cerebral Palsy of Mobile's services for children and adults with disabilities. The agency serves 32 counties (from Mobile to Montgomery) by offering programs, such as, Childcare Enhancement with a Purpose, UCP Preschool, Supported Employment, Early Intervention, Physical/Occupational/Speech Therapy, Adult Day, Camp SMILE, and more.*

FOR MORE INFORMATION, please contact LAUREN LUCKIE, WAYNE DEAN or STEPHANIE FOWLER by phone (251) 479-4900 or email [LLUCKIE@UCPMOBILE.ORG](mailto:LLUCKIE@UCPMOBILE.ORG), [WDEAN@UCPMOBILE.ORG](mailto:WDEAN@UCPMOBILE.ORG) OR [SFOWLER@UCPMOBILE.ORG](mailto:SFOWLER@UCPMOBILE.ORG) .

For inclusion on the printed materials, logo and partnership application must be turned in by Friday, March 22<sup>nd</sup>, 2019