



30th Annual Garden Show & Sale
April 6th, 2024 · 8am - 4pm
Blackham Coliseum, Lafayette, LA

2024 Sponsorship Invitation

The 31st Annual Festival des Fleurs de Louisiane will be held on April 6, 2024, at Blackham Coliseum and we invite you to be a sponsor of this event. The festival which has grown consistently over the years, attracts an ever-growing audience of gardeners of all skill levels, with an average of over 3,000 attendees. Your business' generosity featured front-and centered for the Acadiana community is a can't-miss marketing opportunity. We have included a form that outlines sponsor benefits by giving level.

Featuring vendors of plants and garden-related items, the Festival is the premier garden show and sale in the Acadiana area. In addition to items for sale, the festival also includes educational activities for all ages, horticulture demonstrations, floral displays, and food trucks. A number of knowledgeable members representing local gardening organizations will also be on hand to provide educational resource materials and answer gardening questions.

Festival des Fleurs is the primary fundraising event for UL Lafayette's Ira Nelson Horticulture Center and sponsorships help to cover the cost of holding the festival and maximizing the event's outcome. With your help, we can continue improving the Horticulture Center for all those who use it and make this 30th-anniversary event the best one yet.

We appreciate your consideration and look forward to a positive response from our generous community of supporters. Contact Colette Anzalone (colettea57@gmail.com or 337-288-0283) Billy Welsh (welsh@louisiana.edu or 337-482-5339) for more information and we will be contacting you soon.

Thank you for your consideration,

The Festival des Fleurs de Louisiane Committee



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2024 Sponsorship Form

Please check the box by the sponsorship level in which you'd like to participate and complete the requested information below.

Magnolia Sponsor: \$1,000

- Complimentary display area at the event
- Company logo on the back of 30th Anniversary event t-shirt
- Company logo on all promotional print materials (*posters, flyers, ads, billboards*)
- Company listing (*logo/contact info/website/social media info*) on Sponsor page of Festival website
- Scheduled 'Sponsor Spotlight' posts highlighting your business on Facebook & Instagram

Azalea Sponsor: \$500

- Company logo on all promotional print materials (*posters, flyers*)
- Company listing (*logo/contact info/website/social media info*) on Sponsor page of Festival website
- Scheduled 'Sponsor Spotlight' posts highlighting your business on Facebook & Instagram
- Inclusion in comprehensive sponsor posts on Facebook & Instagram

Iris Sponsor: \$100

- Company logo on all promotional print materials (*posters, flyers*)
- Company listing (*logo/contact info/website/social media info*) on Sponsor page of Festival website
- Inclusion in comprehensive sponsor posts on Facebook & Instagram

Festival des Fleurs gains additional exposure for sponsors of all levels by driving visitors to the festival's website and social media via TV, podcast, and radio interviews, as well as yard signs.

Company Name: _____

Short description of your business or organization:

Company Address: _____

Website: _____

Contact Person: _____

Phone #: _____

Social Media Links:

Fax #: _____

Facebook: _____

Email: _____

Instagram: _____

Please email a high-resolution file of your business' logo to chelseadenbo@gmail.com for use on all materials.

Checks payable to **Festival des Fleurs** can be mailed to: **The Ira Nelson Horticulture Center, 2206 Johnston St., Lafayette, LA 70503**

The Ira Nelson Horticulture Center is a 501(c)(3) non-profit organization focused on education, research, and community service. Donations qualify for tax deduction. Thank you for your contribution.