

2012 Louisiana Sportsmen's Show & Festival

SHOW SPONSORSHIP

opportunities

Join us as a sponsor, and get your name and product in front of 100's of thousands of sportsmen.

All major sponsors' company names and logos will appear on show signage and in all p.r. and advertising materials. Major sponsors will also have the opportunity to develop additional tie-ins with the show and will receive exhibit space, parking permits and VIP passes for the show. Major sponsors also get right of first refusal as sponsors of the 2013 Show.

To Sponsor, contact:

Mark Hilzim

mhilzim@aol.com

225-235-0671

Jack Fisher

jackf@lasmag.com

504-415-8847

What past sponsors are saying...

*"Very good event for getting our brand out across South Louisiana. The pre-show promotions were handled well, and **attendance at the show exceeded all of our expectations.** Great crowd, great facility, great show."*

Josh Anderson

Community Relations Coordinator
Louisiana Lottery Corp.

*"**Absolute best marketing event we have ever participated in.** We had a Flo look-alike in our Progressive-sponsored booth, and it was great. We picked up hundreds of leads, many of which we have turned into policies. Great event. We'll sponsor again in 2012."*

Nolan Louque

CEO
Riverlands Insurance

*"Very good show! The Can-Am Ride Tour truck was on site for the entire event. Visitors loved interacting with the ATV's. This made our booth inside the show a focal point during the show. **It was a very good marketing & selling event for us"***

Kevin Calmes

Calmes Motorsports
Denham Springs, LA

Major Sponsorships

Presenting Sponsor

- Company name will be included as part of title of show: "The 2012 Louisiana Sportsmen's Show presented by company name" or "Company name" presents the 2012 Louisiana Sportsmen's Show.
- Mention as presenting sponsor in all p.r. and advertising materials
- Cost: \$20,000

Hunting Building Sponsor

- Special signage in hunting building identifying company as sponsor
- Cost: \$10,000

Fishing Building Sponsor

- Special signage in fishing building identifying company as sponsor
- Cost: \$10,000

Bass Tournament Sponsor

- Special signage at Bass Tournament weigh-in
- Opportunity to present prizes to tournament winners
- Cost: \$5,000

Big Buck Contest Sponsor

- Special signage at Big Buck Contest venue
- Opportunity to present prizes to contest winners
- Cost: \$5,000

General Show Sponsor

- Category exclusivity
- Cost: \$5,000

Minor Sponsorships

Bass Tournament Prize Sponsor (4 total)

- Special signage at bass tournament weigh-in
- Company name and logo on tournament materials
- Cost: \$1,000

Big Buck Contest Category Sponsor (4 total)

- Special signage at big buck contest venue
- Company name and logo on contest materials
- Cost: \$1,000