



Dear Mid City Merchants Supporter,

The Mid City Merchants Cultural District Committee has begun planning for the 24th annual Winter art festival, **White Light Night**, on Friday, November 19, 2021. This very successful, fun-filled evening brings thousands of art lovers to the Mid City business area and we need your support for this event to be the most successful one yet!

As **White Light Night** has grown in attendance and participation, MCM has looked at ways to use these popular art hops to add other art dimensions to the area by growing our public art fund. We would like to partner with the local business community in the form of sponsorships. This is a fantastic opportunity to not only promote Mid City as a premier arts district in Baton Rouge, but also to introduce your business to a new audience with this incredible and versatile form of advertisement.

By sponsoring **White Light Night** at **\$600**, your business will receive:

- Logo recognition on posters, save the dates, and virtual maps
- Recognition on Press Releases submitted to over 50 merchant lists, art groups and business organization lists
- Recognition in all printed material
- Business featured on the MCM Facebook page AND White Light Night event page
- Option to set up tent in front of one of the participating businesses, to hand out information and/or sell products

This is a wonderful way to give back to our city. Please let me know if you have any questions or if I need to provide you with further information.

Sincerely,

Tasha Daigle
Cultural District Chair



EVENT SPONSORSHIP FORM

Yes, I want to sponsor the MCM's public art program and the continuance of its public art festivals!

Name of Business or Individual _____

Address _____

City/State/Zip _____ Phone _____

Email _____ Contact _____

Levels of sponsorship

_____ \$600

I cannot be a sponsor but I would like to support Mid City Merchants and their premier art event, White Light Night with the amount: \$ _____

Make your check payable to Mid City Merchants and designate public art on the reference line or to pay by credit card. To pay online, visit our new website www.midcitymerchantsBR.org, click on Events tab and complete registration.

You may also enter your credit card information below:

Credit Card _____ Exp _____ CCV/Security _____
(if address or name for credit card is different from above, please indicate on this form)

Please mail form and check or apply online:

Mid City Merchants
P. O. Box 64863
Baton Rouge, LA 70896

www.midcitymerchantsBR.org