



Presented by:



# **CHILI FOR CHARITY! Saturday November 11th at Alameda Park**

## **SPONSORSHIP INFORMATION**

The Great Bowls of Fire Chili Cook-off is Presented by Your Country 105.3FM KZZX and \_\_\_\_\_ in partnership with Thrive in Southern New Mexico. The goal is to Eat lots of Chili, have a Great Time AND Raise Money for local Non-Profit Organizations.

### **Sponsorship Levels**

*\*Deadline to get  
your business logo  
on event posters is  
Oct. 20th*

#### **Green Chili Sponsor (Presenting Sponsor) - \$5,000 (\$7,500 in-kind) Only ~~2~~ 1 Available**

Large logo/name on marketing & press materials including, but not limited to, posters, fliers, t-shirts, event wrist bands and other printed advertising. First right of refusal. Ability to hang company banners at event. Mention in all radio spots, free prime location at event, social media recognition, brand exposure to target market, listing on our website with URL link, mention during event announcements, 1 free chili team registration, 20 free tasting kits, 2 chili judge seats and 5 event t-shirts.

#### **Habanero Sponsor (Awards Sponsor) - \$2,600 Only 1 Available**

Large logo/name on marketing & press materials including, but not limited to, posters, fliers, t-shirts and other printed advertising. First right of refusal. Ability to hang company banners at event. Mention in all radio spots, free prime location at event, social media recognition, brand exposure to target market, listing on our website with URL link, mention during event announcements, 1 free chili team registration, 15 free tasting kits, 1 chili judge seat and 4 event t-shirts.

#### **Cayenne Sponsor - \$1,000 (\$2,000 In-kind)**

Medium logo/name on marketing & press materials, including posters, fliers, event t-shirt and other print advertising. Ability to hang company banner at event. Free 10x10 location at event, social media recognition, brand exposure to target market, listing on our website with URL link, 1 free chili team registration, 10 free tasting kits, 1 chili judge seat and 2 event t-shirts.

#### **Chipotle Sponsor (Beer Garden Sponsor & Chile Eating Contest Sponsor) \$750 Only 1 each Available**

Medium logo/name on marketing & press materials, including posters, fliers, event t-shirt and other print advertising. Special banner placement at the event Beer Garden/Contest Stage. Free 10x10 location at event, social media recognition, listing on our website with URL link, brand exposure to target market, 7 free tasting kits, 1 chili judge seat and 1 event t-shirt.

#### **Jalapeno Sponsor - \$500 (\$1,000 In-kind)**

Small logo/name on marketing materials, including poster and event t-shirt. Ability to hang company banner at event. Free 10x10 location at event, social media recognition, brand exposure to target market, listing on our website with URL link, 5 free tasting kits and 1 event t-shirt.

#### **Bell Pepper Sponsor - \$250 (\$500 In-kind)**

Name on marketing materials and signage at the event. Social media recognition, free 10x10 location at event to promote your business, listing on our website with URL link, brand exposure and 2 free tasting kits.

#### **Red & Green Booster - \$150 (\$300 In-kind)**

Name on marketing materials and signage at event. Social media recognition, listing on our website with URL link, free 10x10 location at event to promote your business, brand exposure.

**For more information & rules, please visit our website at [www.LetsThriveNM.org](http://www.LetsThriveNM.org)**



Presented by:



# CHILI FOR CHARITY! Saturday November 11th at Alameda Park

## SPONSORSHIP FORM

Business (as you would like it to read): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Will you have a Chili Team?: \_\_\_\_\_ Team Name: \_\_\_\_\_  
(If Yes, Chili Team Registration must be submitted as well)

Will you utilize your Free booth space? \_\_\_\_\_

Will you have giveaways or an activity? If so, what? \_\_\_\_\_

Will you be selling anything at your booth? If so, what? \_\_\_\_\_

### Sponsorship Levels (check one)

- |                                                                                                      |                                                                    |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Green Chile Sponsor \$5,000 (\$7,500+ In-kind)                              | <input type="checkbox"/> Jalapeno Sponsor \$500 (\$1,000 In-kind)  |
| <input type="checkbox"/> Habanero Sponsor \$2,600 (Awards Sponsor)                                   | <input type="checkbox"/> Bell Pepper Sponsor \$250 (\$500 In-kind) |
| <input type="checkbox"/> Cayenne Sponsor \$1,000 (\$2,000 In-kind)                                   | <input type="checkbox"/> Red & Green Booster \$150 (\$250 In-kind) |
| <input type="checkbox"/> Chipotle Sponsor \$750 (Beer Garden Sponsor & Chile Eating Contest Sponsor) |                                                                    |

In-kind Sponsors, please specify donation - \_\_\_\_\_

*Deadline for logo inclusion on the Poster & T-shirt is Oct. 20th, Deadline for all other marketing materials is Oct. 31st  
\*Sponsorships not paid by deadlines may not receive all benefits of sponsorship without prior arrangements w/ the Thrive staff.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**For more information, please visit our website at [www.LetsThriveNM.org](http://www.LetsThriveNM.org)**

Please return completed form & check to PO Box 14 • Alamogordo, NM 88311  
(Make check payable to: Thrive in Southern New Mexico) Email: [pr@letsthrevenm.org](mailto:pr@letsthrevenm.org) • 575-437-8400 Office