

**2010  
CONROE CAJUN CATFISH  
FESTIVAL  
October 8, 9, 10**

**SPONSORSHIP OPPORTUNITIES**



**Celebrating 21 years of Tradition  
Join us as a partner!**

**Laissez Les Bon Ton Roules! Iiieeeee**



**Come join the fun in Downtown Conroe on October 8, 9, 10, 2010**

Weekend activities begin on Friday night, October 8th, with some of the hippest music from the Texas entertainment industry. In appreciation to all our sponsors (excludes pole sign), a “VIP Sponsor Appreciation Dinner” will be held on Friday evening at 6:30 p.m. (limited VIP invitations).

**Continuous music all weekend long from our Texas Stage, Cajun Stage, Willie B’s Stage, Patio Stage, and family entertainment from our Kid’s Small Fry Stage.**

Our entertainment line-up is one of the main reasons our festival patrons keep coming back each year. This is the Conroe Cajun Catfish Festival’s 21st year to return by popular demand. Each year this festival only gets bigger and better. Where else but TEXAS! Our festival attendance keeps climbing. Last year we played host to over 30,000 festival guests.



**Other activities include** -Arts and Crafts exhibitors from all over Texas and from other states near and far. “Go Texan Wine Area” showcasing food and wine sampling, displays, and even Texas sounds. Families can come out and spend the day in our Kid’s Area that includes children’s fun rides, Monster Mural, amusements, and the Small Fry Stage where young dancers from several local dance and art schools perform.

No need to bring your fishing poles, the Catfish is already on the grill! But catfish is not the only food you'll find at the Conroe Cajun Catfish Festival, you'll have plenty of items to choose from; shrimp, gumbo, frog legs, alligator, boudain, sausage, chicken, red beans and rice, and much more.



## Who We Are...

**The Conroe Cajun Catfish Festival** is presented by the Friends of Conroe, Inc in downtown Conroe, Texas—a 10 block area. This 21st Annual city-wide festival is supported by the City of Conroe, Commissioners Court, Montgomery County, Greater Conroe/Lake Conroe Area Chamber of Commerce, Lake Conroe Area Convention & Visitors Bureau. The festival enjoys visitors from Houston, Beaumont, Austin, Louisiana, Huntsville, College Station, Conroe, and surrounding areas.



**The design and format** of the festival encourages the attendance of families who are attracted by the educational and cultural experiences in a safe, outdoor environment. Activities are choreographed for all ages and ethnic diversities, bringing together a “community happening” —indeed this is the “Official Cajun Catfish Festival of Texas”.



## Mission Statement

The Conroe Cajun Catfish Festival is a cultural program of the Friends of Conroe, Inc. Established in 1990; the festival serves the community by promoting fellowship within the Conroe area, provides venues for young performers, and enriches the lives of all people. Through activities, displays, and statewide musical entertainment, the festival spotlights awareness about the downtown area of Conroe and exposes the general public to professional family entertainment and activities while promoting cultural tourism and enhancing economic growth in the surrounding business community. Funds raised are used for youth scholarship programs, for support of local nonprofit community organizations, and for contributions to the revitalization programs of the area. The festival is a marketing vehicle for local business and corporate sponsors.

## Objectives

- **WHEN** - The event will take place the 2<sup>nd</sup> weekend of October each year.
- **FUNDS RAISED** - The event will raise monies used for, but not limited to, scholarship programs, service organization, donations to the downtown revitalization programs, and other noteworthy causes as they may arise.
- **MARKETING** -The event will promote Conroe area businesses and serve as a marking vehicle for partnership opportunities through sponsorship.
- **CREATIVE** - The festival will strive to add new and fresh activities each year.
- **FELLOWSHIP** - By joining together, the festival creates a community fellowship and provided opportunities for local citizens to get involved and make a difference in their community.

**JOIN US ON THE SQUARE IN DOWNTOWN  
CONROE, TEXAS**

## **To list a few of our Contributions....**

Conroe High School College Scholarships \$81,250

Conroe High School Operation Graduation \$9,840

The Crighton Theatre Foundation over \$55,000

The Lone Star Convention Center over \$40,000

Montgomery County Emergency Assistance \$10,250

Knights of Columbus over \$ 11,250

Montgomery County Constables over \$10,000

Parents against Cancer \$8,000

CASA \$1,550

Salvation Army Toys for Tots over \$10,000

Kiwanis Club over \$2,000

Lake Conroe Area Chamber of Commerce  
Building Fund \$7,250

Montgomery County Sheriff's Reserves \$2,000

Montgomery County Food Bank over \$ 8,000

Plus 35,000 lbs. X \$1.00 per lb = \$35,000 in food collected at  
The Conroe Cajun Catfish Festival

Benches/Lights/Fountains (on courthouse square)  
\$ 7,500

Conroe Optimist Club over \$9,350

# Fact Sheet

## 2010 CONROE CAJUN CATFISH FESTIVAL OCTOBER 8, 9, 10, 2010

**WHO:** The Friends of Conroe invite you to a 3-day weekend festival with music, Cajun food, arts/crafts exhibits, wine tasting opportunities, carnival, and fun for the entire family.

**WHAT:** 21st annual Conroe Cajun Catfish Festival – a Conroe tradition featuring the best music, melodies, merriment, tastes and more.

**WHEN:** Friday, October 8, 2010                      6 p.m. –Midnight  
Saturday, October 9, 2010                      11 a.m. –Midnight  
Sunday, October 10, 2010                      Noon –Midnight

**WHERE:** Downtown Square Conroe, Texas (I-45 North to Hwy. 105 and go East)

### WHAT ELSE:

**Music:** Five exhilarating stages with the greatest music line-up. Featuring Texas Stage, Cajun Stage, Willie B's Pub Stage, Patio Stage and the Small Fry Stage. Continuous music all weekend with some of the most popular talent available in the southwest – from Cajun, Zydeco, Texas Country to Blues, western swing and other popular tunes.

**Other Attractions:** Arts and craft booths, a large kid's area with carnival rides, face painters, Texas Songwriters, Cajun & Texas foods, spirits and mix it together to make a "Texas Weekend" to remember.

**Admission -** Adults - \$ 10 (Discounted tickets may be purchased online)  
Children 12 and under free

**More Information:** to find out more about the festival or to buy discounted tickets online log on to [www.conroecajuncatfishfestival.com](http://www.conroecajuncatfishfestival.com)

# Sponsorship Levels

## **Cajun or Texas Stage Sponsor-----\$ 7,500**

Logo recognition in event brochures, posters, “Official Festival Program”,  
“Conroe Cajun Catfish Festival” website, and all paid display ads in area newspapers  
Name recognition in paid radio schedules  
Pre-event cross promotion with radio support  
Promotional 10’ X 20’ covered space in sponsored stage area (includes 2 tables, 4  
chairs)  
Opportunity to display one inflatable  
Exclusive logo on banners on sponsored stage  
20 VIP passes (unlimited access to Festival and to the VIP reception)  
50 complimentary day passes

## **Willie B’s Pub Stage Sponsor-----\$ 5,500**

Exclusive stage banner  
10” X 20” promotional covered space (includes 2 tables, 4 chairs)  
Logo recognition in event brochures, posters, “Official Festival Program”,  
“Conroe Cajun Catfish Festival” website, and all paid display ads in area newspapers  
Name recognition in paid radio schedules  
Pre-event cross promotion with radio support  
10 VIP passes (unlimited access to Festival and to the VIP reception)  
30 complimentary day passes

## **Small Fry Stage Sponsor-----\$ 5,500**

Exclusive stage banner & title sponsorship  
10” X 20” promotional covered space (includes 2 tables, 4 chairs)  
Logo recognition in event brochures, posters, “Official Festival Program”,  
“Conroe Cajun Catfish Festival” website, and all paid display ads in area newspapers  
Name recognition in paid radio schedules  
Pre-event cross promotion with radio support  
10 VIP passes (unlimited access to Festival and to the VIP reception)  
20 complimentary day passes

**Coupon Booth Sponsor-----\$ 4,000**

- Sponsor logo at three coupon booths
- 10' X 10" promotional covered space (includes 1 table, 2 chairs)
- Sponsor logo on food/beverage coupons
- Logo recognition in "Official Festival Program" and on "Conroe Cajun Catfish Festival" website
- 8 VIP passes (unlimited access to Festival and to the VIP reception)
- 10 complimentary day passes

**Official Product Sponsor-----\$ 4,000**

- 10' X 20" promotional covered space
- Logo recognition on sponsor towers (Sponsor furnished banner with size TBD)
- Sponsors name announced from all stages
- 8 mentions on KVST Radio Station
- Logo in "Official Festival Program" and on "Conroe Cajun Catfish Festival" website
- 8 VIP passes (unlimited access to Festival and to the VIP reception)
- 10 complimentary day passes

**Entrance Sponsor-----\$ 4,000**

- 10' X 10" promotional covered space at 2 entrance locations
- Logo recognition in "Official Festival Program" and on "Conroe Cajun Catfish Festival" Website
- Sponsor name announced from all stages
- 8 VIP passes (unlimited access to Festival and to the VIP reception)
- 10 complimentary day passes

**VIP Reception Sponsor-----\$ 3,000**

- 10' X 10' covered promotional space (with 1 table and 2 chairs)
- Title name of VIP Reception (Sponsor Logo included on VIP invitations)
- Logo recognition in "Official Festival Program" and on "Conroe Cajun Catfish Festival" Website
- 5 VIP passes (unlimited access to Festival and to the VIP reception)
- 10 complimentary day passes

**Information or Souvenir Booth Sponsor-----\$ 3,000**

- 10' X 10' covered promotional space in prime location
- Logo recognition in "Official Festival Program" and on "Conroe Cajun Catfish Festival" Website
- Opportunity to promote with premiums and giveaways
- Opportunity to provide volunteers in sponsored logo identified attire
- 5 VIP passes (unlimited access to Festival and to the VIP reception)
- 10 complimentary day passes

**Patio Stage-----\$ 2,500**

- 10' X 10" covered promotional space (includes 1 table and 2 chairs)
- Name recognition in the "Official Festival Program"
- Sponsor provided signage at venue
- 5 mentions on KVST Radio Station
- 4 VIP Passes (unlimited access to Festival and to the VIP reception)
- 5 complimentary day passes

**Pole Sign Sponsorship-----\$ 250**

Name recognition on a 24" x 36" Cajun Catfish street pole sign located within the festival area (downtown Conroe) from 2 weeks prior to festival opening continuing through 2 weeks after the festival is over.

# Sponsorship Form

Make your check payable to: ***The Friends of Conroe, Inc.***

Mail the completed form and check to:

The Friends of Conroe, Inc.  
334 N. Main  
Conroe, Texas 77301

Please check the box next to the Sponsorship Opportunity you are requesting:

- |                          |                               |          |
|--------------------------|-------------------------------|----------|
| <input type="checkbox"/> | Texas Stage Sponsorship       | \$ 7,500 |
| <input type="checkbox"/> | Cajun Stage Sponsorship       | \$ 7,500 |
| <input type="checkbox"/> | Willie B's Pub Sponsorship    | \$ 5,500 |
| <input type="checkbox"/> | Small Fry's Stage Sponsorship | \$ 5,500 |
| <input type="checkbox"/> | Coupon Booth Sponsorship      | \$ 4,000 |
| <input type="checkbox"/> | Entrance Sponsorship          | \$ 4,000 |
| <input type="checkbox"/> | Official Product Sponsorship  | \$ 4,000 |
| <input type="checkbox"/> | VIP Reception Sponsorship     | \$ 3,000 |
| <input type="checkbox"/> | Information Booth Sponsorship | \$ 3,000 |
| <input type="checkbox"/> | Souvenir Booth Sponsorship    | \$ 3,000 |
| <input type="checkbox"/> | Patio Stage Sponsorship       | \$ 2,500 |
| <input type="checkbox"/> | Pole Sign Sponsorship         | \$ 250   |

Please check one:

- I have enclosed my Sponsorship check in the amount of \$ \_\_\_\_\_
- Please send me an invoice to the following address:

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

Company Name: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_