

**CITY OF GAUTIER
MEMORANDUM**

To: Samantha Abell, City Manager
From: Rachel Honea, Bookkeeper
Through: Jeremy Thames, Cultural Services Department Director
Date: August 24, 2015
Subject: 2015 Gautier Mullet & Music Fest Sponsorship

REQUEST:

The Cultural Services Department requests City Council authorization for a sponsorship in the amount of \$5,000.00 to the 2015 Gautier Mullet & Music Fest for support of the annual festival.

BACKGROUND:

The 25th Annual Gautier Mullet and Music Fest will be held on Saturday, October 17th and Sunday, October 18th. The free event features arts and craft vendors, live entertainment, heritage and educational displays, a children's area, classic cars, food booths, and the Mullet Toss. The City of Gautier also provides in-kind support services through the Cultural Services Department and the Police Department for security, traffic control, set-up, and logistics.

DISCUSSION:

The City recognizes that family events provide a "special sense of place" and bring residents and a growing number of visitors to Gautier each year. The winning entry for the festival's annual poster contest will be used for the official festival t-shirt design and promotional materials. The theme of this year's event is "*Celebrating Nature's Playground*".

RECOMMENDATION:

The Cultural Services Department has determined that it is in the best interest of the City to provide financial support, in the form of sponsorship, to the festival as this event is an economic tool that brings into favorable notice the opportunities, possibilities, and resources of the City of Gautier.

City Council may:

- 1) approve the \$5,000.00 financial sponsorship for the 2015 Gautier Mullet & Music Fest as requested;
- 2) approve a different amount of sponsorship; or
- 3) may decline to contribute a sponsorship to the festival this year.

ATTACHMENT(S):

Gautier Mullet & Music Fest Sponsorship Request Letter



1990-2015

Celebrate 25 years of FUN with Family, Friends and FIREWORKS!

Dear Samatha,

The Gautier Mullet and Music Fest is celebrating its 25th Anniversary! Since 1990, the GMMF has been a **FREE fun-filled weekend** featuring some of the Gulf Coast's favorite entertainment, great food, local and regional arts and crafts, children's activities, heritage and educational displays, a classic cars show, and, of course, the traditional Mullet Toss Contest.

To celebrate our 25th Anniversary, we are combining some early festival favorites—cook-offs, homemade ice cream, your favorite vendors and performers—with exciting **headliners** including **Country Music Artist Ronnie McDowell**, who will give tribute to Elvis and other Nashville favorites. Our expanded food booths, new vendors, and a rousing **finale fireworks display** will insure a big celebration.

For our sponsors, the GMMF is a great opportunity for extensive local and regional media exposure and advertising. **Budweiser**, our key sponsor, provides us with expanded media coverage. The **Keesler Federal Credit Union**, our new sponsor of the community stage, will highlight local talent.

The Gautier Mullet and Music Fest promotes the City of Gautier as "Nature's Playground" through beautification, image, and tourism. The festival is sponsored by Gautier Pride - designated a 501(c)(3) by the Internal Revenue making **your contribution 100% tax deductible**. The festival is coordinated completely by volunteers, and **100% of the proceeds go directly to the community, funding special city projects and improvements without utilizing our tax dollars**. The proceeds from our successful 2014 event were distributed to:

- The **Gautier Historic Preservation Commission**—as a donation towards the restoration of the old school house located at the entrance of Gautier City Park.
- The **Gautier Senior Citizens Center**—as audio visual equipment for educational and entertainment presentations.

The festival achieves its goals with the assistance of generous donations from you, our sponsors. **TO MAXIMIZE YOUR MEDIA AND ADVERTISING EXPOSURE, PLEASE RESPOND WITH YOUR VERBAL SPONSORSHIP COMMITMENT AND LOGO BY AUGUST 30TH**. The sponsorship form is attached.

Please join us **October 17th and 18th** and together we will make our **25th anniversary event a win-win and memorable for all!**

Kind Regards,

A handwritten signature in cursive script that reads "Ann Anderson".

Ann Anderson
Sponsorship Coordinator



The **Gautier Mullet & Music Fest** is grateful for ALL donations.

Special recognition is given at these levels of sponsorship.

2015 GAUTIER MULLET & MUSIC FEST SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSORSHIP: \$1000+

- * YOUR COMPANY NAME IN ALL REGIONAL AND LOCAL ADVERTISING
- * YOUR COMPANY NAME ON MAIN STAGE SIGNAGE AT THE FESTIVAL
- * CORPORATE TAX DEDUCTIONS FOR ALL DONATIONS**
- * PERPETUAL SPONSOR PLAQUE* - Bronze, Silver, Gold or Platinum sponsors
- * PLUS ALL "CIVIC SPONSORSHIP" BENEFITS LISTED BELOW

CIVIC SPONSORSHIP: \$200-\$999

- * YOUR COMPANY NAME AND LOGO ON FESTIVAL WEBSITE
- * YOUR COMPANY NAME IN LOCAL ADVERTISEMENT PRIOR TO EVENT
- * YOUR COMPANY NAME ON SPONSORSHIP SIGNAGE AT THE FESTIVAL

*BRONZE: \$1,000-\$1,999 | SILVER: \$2000-\$2999 | GOLD: \$3000-\$4999
PLATINUM SPONSORSHIP: \$5,000+

(PLATINUM SPONSORS RECEIVE SIGNIFICANT ADDITIONAL BENEFITS. PLEASE CALL TO DISCUSS.)

** The Gautier Mullet & Music Fest is partnered with Gautier Pride, a 501 (3) © organization.

2015 GAUTIER MULLET & MUSIC FEST SPONSOR FORM

Company Name: City of Gautier

Website Address: _____

Physical Address: _____

City, State & Zip Code: _____

Contact Name: _____ Contact Phone: _____

Contact E-mail: _____

Amount Enclosed: \$ _____ Check Number: _____

Please make checks payable to:

"GAUTIER PRIDE" - (with 'Mullet & Music Fest' in the memo)

PO Box 852
Gautier, MS 39553

Please e-mail your COMPANY LOGO IN .PNG format* to:

gautiermulletfest@gmail.com

*FILE SHOULD HAVE A TRANSPARENT BACKGROUND. IF COMPANY LOGO IS NOT IN THIS FORMAT, PLEASE CONTACT US FOR ASSISTANCE.

Tricia Thigpen

From: Susan Parol <sparol@bellsouth.net>
Sent: Wednesday, September 30, 2015 2:27 PM
To: Jeremy Thames; Rachel Honea; Tricia Thigpen
Subject: Fwd: SPONSORSHIP LIST UPDATED

Here is a list that I had in my email on the phone! Can't get it into spreadsheet from here

Begin forwarded

On Wed, Sep 30, 2015 at 8:16 AM, <ande10@bellsouth.net> wrote:

Kat,

Office Depot has **donated** 500 copies of the MF colored poster for me to hand out at Zonta and to take the remaining to the Biloxi Visitors Center.

Can we zig & zag the **\$ 1,000** sponsors at the bottom to make all of them then a bit larger?? Any other ideas?

\$ 5,000

City of Gautier

\$ 1,000

Bozo's

F & H, Inc.

Ingalls Shipbuilding

Keesler Federal Shipbuilding

Mallette Brothers

Pandle Inc. - needs logo – I will find out what they do.

\$ 500.00

Aztecas

Burham Drugs

Chevron

Hancock Bank

McDonald's

Peoples bank

Singing River MH/MR Service

Coastal Sales and Service

(And I just deleted one with the wrong button for 500.

\$ 200.00

Audio Wave

Coastal Insurance

Cochran Pools, Inc.

Formal Affair – needs logo – suggested top hat/cane- your call

Baywood Commons

Foster's Air & heating

Goodwyn, Mills & Cawood. Inc.

Indian Point RV Resort

Jerry Lees

M&M Bank

Rotary of Gautier

Southern Pest Control

Ante Bellum

PENDING:

Budweiser \$ 1,000 if approved

O'Reilly \$800.

Clearwater \$1,000.(last year so hoping for again)