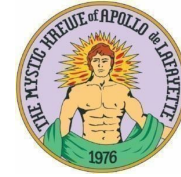


**The Mystic Krewe of Apollo de Lafayette**  
**PO Box 53251**  
**Lafayette, Louisiana 70505**  
**Phone: 337-443-0669**  
**E-mail: [sponsorship@kreweofapollo.com](mailto:sponsorship@kreweofapollo.com)**  
**Website: [www.kreweofapollo.com](http://www.kreweofapollo.com)**



Re: Bal Masque XLVI  
Theme – Apollo Pops!  
Saturday, February 4, 2023

Dear Friend of Apollo:

The Mystic Krewe of Apollo is currently planning our next Bal Masque, which is scheduled for Saturday, February 4, 2023 at the Cajundome Convention Center in Lafayette, Louisiana. As you may already know, the Mystic Krewe of Apollo de Lafayette's annual Mardi Gras ball is among the most elaborate, fun and entertaining of its type. Over the past several years, our invitation only ball has sold out to a crowd of OVER 2,000 guests.

If you were one of the many individuals and/or businesses that advertised in our Bal Masque program in previous years, we sincerely thank you for your support and ask that you consider doing so again this year. If you have never placed an ad or sponsored our event, please consider doing so. Advertising in our program is great exposure for your company since program books are distributed at every table. It is very inexpensive and allows you to show your Mardi Gras spirit and gain recognition from an amazingly diverse demographic.

If you would like to place an ad in our Bal Masque XLVI program, please complete Page 2 attached and return it to us as soon as possible. There are different size ads that you can purchase in various price ranges. Someone will contact you in the near future to discuss arrangements and payment options. Also, there are sponsorship levels that have numerous benefits with even more exposure, such as advertisement during the Tableau in our narrative script, free tickets to the Bal, etc. (please refer to Page 3). Please note that we will be limiting the number of sponsorships sold due to ticket availability. If you would like to sponsor, please let us know at your earliest convenience before all sponsorship requests are allocated.

Once again, your support is greatly appreciated! We hope to see you at our Bal Masque on February 4, 2023. Information on how to purchase tickets is forthcoming in the near future!

If you have any questions, feel free to contact us by telephone, 337-443-0669, or by e-mail, [sponsorship@kreweofapollo.com](mailto:sponsorship@kreweofapollo.com).

Sincerely,

Darrell Frugé, Captain  
The Mystic Krewe of Apollo de Lafayette

**2023 Program Ad Order Form  
Bal Masque XLVI – Apollo Pops!  
Saturday, February 12, 2022**

<b>Ad Size</b>	<b>Price</b>	<b>Width</b>	<b>Height</b>
Full Page Color Ad Outside Back Cover	\$1,500	5"	8"
Center Spread Two Full Page Color Ads	\$750	10"	8"
Full Page Color Ad	\$350	5"	8"
1/2 Page Color Ad	\$225	5"	4"
1/4 Page Color Ad	\$150	2.5"	4"

*Note: Program is left fold (5.5" wide by 8.5" tall).*

**We must have Camera Ready Ad and full payment by Friday, December 30, 2022**

Name of Business: \_\_\_\_\_

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

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

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Ad sold by: \_\_\_\_\_ (Apollo member's name)

Payment types accepted: Cash, Check, Visa, Mastercard, American Express, Discover or Bill Later.  
If writing a check, please make check payable to M.K.A.

If credit card, please provide the following information:

Type of Credit Card (circle one): Visa, MC, Discover, Amex

Name that appears on credit card: \_\_\_\_\_

Card number: \_\_\_\_\_

Card Expiration (Month / Year): \_\_\_\_\_ Amount: \$ \_\_\_\_\_

CVV Number (3-digit number on reverse, except Amex is 4-digit number on front): \_\_\_\_\_

Signature if paying with credit card: \_\_\_\_\_

**Mail this form, payment and camera-ready ad to:**

M.K.A., Attn: Ad Sales, PO Box 53251, Lafayette, LA 70505,

or

Email to [sponsorship@kreweofapollo.com](mailto:sponsorship@kreweofapollo.com)

**The Mystic Krewe of Apollo de Lafayette**  
**Bal Masque XLVI – Apollo Pops!**  
**Saturday, February 4, 2023**  
**Cajundome Convention Center, Lafayette, Louisiana**

**Monetary Sponsorship Levels**

**\$550.00 - Friend of Apollo**

- 2 Bal Masque tickets
- 1/2 page color ad in program (\$125 extra for full page)
- Prominent listing of sponsorship level in program
- Recognition on Krewe webpage

**\$1,100.00 – Bal Masque Patron Level**

- 4 Bal Masque tickets
- Full Page color ad in program
- Prominent listing of sponsorship level in program
- Recognition on Krewe webpage
- Recognition in Bal Masque script
- 3' x 10' shared banner at entrance
- Ad played in looped presentation prior to start of Tableau

**\$1,650.00 – Apollo Benefactor Level**

- 6 Bal Masque tickets located in the Captain or President's section
- Full Page color ad in program
- Prominent listing of sponsorship level in program
- Recognition on Krewe webpage
- Recognition in Bal Masque script
- 3' x 10' shared banner at entrance
- Ad played in looped presentation prior to start of Tableau
- 6 commemorative doubloons

**\$2,750.00 – Krewe Underwriter Level**

- 12 Bal Masque tickets located in the Captain or President's section
- 2 Full Page color ads in program
- Prominent listing of sponsorship level in program
- Recognition on Krewe webpage
- Recognition in Bal Masque script
- 3' x 10' shared banner at entrance
- Ad played in looped presentation prior to start of Tableau
- 12 commemorative doubloons

**\$5,500.00 – Premium Krewe of Apollo Underwriter Level**

- 24 Bal Masque tickets located in the Captain or President's section
- Inside Cover or Inside Back Ad in program
- Prominent listing of sponsorship level in program
- Recognition on Krewe webpage
- Recognition in Bal Masque script
- 3' x 8' private banner at entrance
- Ad played in looped presentation prior to start of Tableau
- 24 commemorative doubloons

**\$25,000.00 Diamond Level or \$10,000.00 Platinum Levels**

- Customized to your business
- Contact Captain for details