

The Mystic Krewe of Apollo de Lafayette
PO Box 53251
Lafayette, Louisiana 70505
Phone: 337-443-0669
E-mail: sponsorship@kreweofapollo.com
Website: www.kreweofapollo.com



Re: Bal Masque XLVII
Theme – Between The Covers
Saturday, January 27, 2024

Dear Friend of Apollo:

The Mystic Krewe of Apollo is currently planning our next Bal Masque, which is scheduled for Saturday, January 27, 2024 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. 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.

We have two methods of advertising in our program:

- Program Ads
 - This type of advertisement allows you to purchase either a 1/4, 1/2 or full page ad in our full color program.
 - Due by **December 15, 2023** – order form from Page 2, payment and artwork.
- Sponsorships:
 - See Page 3 for benefits of each level.
 - Due by **October 15, 2023** – order form from Page 2 and payment in full. Payments are non-refundable.
 - Due by **December 15, 2023** – artwork.
 - As in the past, we will be limiting the number of sponsorships sold due to ticket availability.
 - ***We are only accepting sponsorships from last year's sponsors at their current donor level. On October 16, 2023, the sponsorship availability will open up to new sponsors interested.***

Once again, your support is greatly appreciated! We hope to see you at our Bal Masque on January 27, 2024. Tickets to our annual Bal Masque will go on sale (by invitation only from a current member) in October. Stay tuned to our social media for additional information.

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

Sincerely,

Darrell Frugé, Captain
The Mystic Krewe of Apollo de Lafayette

2024 Program Ad Order Form
Bal Masque XLVII – Between The Covers
Saturday, January 27, 2024

Ad Size	Price	Width	Height
Full Page Color Ad	\$400	5"	8"
1/2 Page Color Ad	\$250	5"	4"
1/4 Page Color Ad	\$175	2.5"	4"

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

See Cover Letter in this packet for deadlines of payments and artwork

Name of Business: _____

Contact Person: _____

Address: _____

State: _____ Zip Code: _____ E-mail: _____

Website address: _____

Telephone Number: _____

Ad sold by: _____ (Apollo member's name)

Sponsorship Level (if applicable): _____

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

The Mystic Krewe of Apollo de Lafayette
Bal Masque XLVII – Between The Covers
Saturday, January 27, 2024
Cajundome Convention Center, Lafayette, Louisiana

Monetary Sponsorship Levels

\$600.00 - 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

\$1,200.00 – 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

\$1,750.00 – 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

\$3,000.00 – 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
- Captain's Choice of Inside Cover, Inside Back Ad in program or 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 8' private banner at entrance
- Ad played in looped presentation prior to start of Tableau
- 24 commemorative doubloons

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

- Customized to your business
- Contact Captain for details