



Carlsbad Mainstreet  
102 S. Canyon St.  
Carlsbad NM 88220  
(575) 628-3768 or (575)361-3276  
[carlsbadmainstreet@gmail.com](mailto:carlsbadmainstreet@gmail.com)

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March 15, 2018

Greetings from Carlsbad MainStreet:

The Carlsbad MainStreet Project was formed in 1996 as a non-profit organization working to bring stronger economic vitality to Carlsbad by providing resources to make downtown look more attractive and encourage more businesses to become a part of our MainStreet District. One of our goals is to make downtown Carlsbad a place where families come to eat, be entertained and create a lifetime of memories. We want to provide activities that will engage families, community members and tourists to come together for a more cohesive connection for our town.

We are planning our 3rd Annual **MAINSTREET CAVERNFEEST** that will be held on **Saturday, June 9, 2018**. **MAINSTREET CAVERNFEEST** is an event that is hosted in our downtown area jam packed with activities entertaining a variety of interests. It is an all-day family-friendly event with activities such as volleyball, Cornhole, 3-on-3 basketball, knocker balls, football and Frisbee throwing and a dunking booth. There will be jump houses, water slides, sidewalk chalk art and a trackless train ride.

Music will be heard throughout the day featuring two stages that will be set up in our downtown area. On our Mainstage, Shenandoah will be traveling to Carlsbad on their 30<sup>th</sup> anniversary tour. They have had 13 #1 hits and have been named Vocal Group of the Year. We will also be featuring Adam Wakefield and Holly Tucker from The Voice, Damian Maze from Nashville and Brian James Schramm. Brian James Schramm will be releasing a music video that was filmed at CavernFest last year. Music will be played on a second stage that will feature bands from Carlsbad and the surrounding area.

Also, there will be vendor booths and downtown stores with all kinds of merchandize to sell. A yummy selection of food can be enjoyed in the Food Truck Food Court. There will be a Beer Garden with seating by the Main Stage. It will be a great event for your company to sponsor and for you, your family and all your employees to attend!

**MAINSTREET CAVERNFEEST** has proven to be a successful “free to the public” event that brought 8,000 to 12,000 people each year to downtown Carlsbad and we expect even more this year. Because of our widespread advertising, we draw a big crowd from in and out of town.

Carlsbad MainStreet is reliant on partnerships and sponsorships to host this amazing event. With the large influx of companies in our town we hope to draw new investors to join with ongoing investors in being a vital part of the growth and success of **MAINSTREET CAVERNFEEST**.

With your help, **MAINSTREET CAVERNFEEST 2018** will be even better than ever. Attached is a list of sponsorship opportunities for your consideration. We sincerely appreciate any support you can offer. If you have any questions, please contact the MainStreet office at (575) 628-3768, (575) 361-3276, or [carlsbadmainstreet@gmail.com](mailto:carlsbadmainstreet@gmail.com). Also, check out our website [www.cavernfest.com](http://www.cavernfest.com).

Thank you,

Karla Hamel  
Executive Director, Carlsbad MainStreet

**Board of Directors:**

Larry Mitchell, President \* Susan Crockett, Vice President \* Tiffany Weyant, Secretary \* Jason Shirley \*  
Mary Garwood \* Damian Capello \* Mark Barela \* Julie Chester \* LaWanda Scholl  
\* Shannon Carr \* Cindy Bryan \* Ekta Patel \* Missi Currier



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## CavernFest 2018 – Saturday, June 9, 2018

### **Title Sponsor - \$15,000**

- Logo inclusion on website starting the week we receive your sponsorship commitment
- Logo on stage banner
- Company banner on courthouse lawn on the day of the event
- Verbal stage recognition
- Radio ad recognition
- Printed recognition on banners and posters
- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

### **Stage Sponsor - \$10,000**

- Logo on stage banner
- Company banner on courthouse lawn on the day of the event
- Verbal stage recognition
- Radio ad recognition
- Printed recognition on banners and posters
- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

### **Platinum Sponsor – \$5,000**

- Company banner on courthouse lawn on the day of the event
- Verbal stage recognition
- Radio ad recognition
- Printed recognition on banners and posters
- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

### **Gold Sponsor - \$2,500**

- Verbal stage recognition
- Radio ad recognition
- Printed recognition on banners and posters
- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

### **Silver Sponsor – \$1,000**

- Radio ad recognition
- Printed recognition on banners and posters
- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

### **Bronze Sponsor - \$500**

- Social media recognition – Facebook, YouTube, Instagram, Snap Chat, Twitter

**Friend Sponsor - \$100 \_\_\_\_\_ Other amount \$ \_\_\_\_\_**

### **In-Kind Donations**

- Generators, light towers, porta-potties, security, hotel rooms, food for performers and volunteers.

**Carlsbad MainStreet is 501(c) 3 corporation, Tax ID 85-0464302. Donations are tax deductible**

### **Board of Directors:**

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## CAVERNREST 2018 SPONSORSHIP

\_\_\_\_\_ Title Sponsor - \$15,000  
\_\_\_\_\_ Stage Sponsor - \$10,000  
\_\_\_\_\_ Platinum Sponsor – \$5,000  
\_\_\_\_\_ Gold Sponsor - \$2,500  
\_\_\_\_\_ Silver Sponsor – \$1,000  
\_\_\_\_\_ Bronze Sponsor - \$500  
\_\_\_\_\_ Friend Sponsor -\$100  
\_\_\_\_\_ Other amount \$ \_\_\_\_\_  
\_\_\_\_\_ In-Kind Donations  
\_\_\_\_\_ Volunteers at the event  
\_\_\_\_\_ # of volunteers

Check enclosed – Check # \_\_\_\_\_ Invoice me \_\_\_\_\_

Donations received early meet deadlines for radio, TV & printed advertising which starts in March.

Thank you for your support.

Please mail form and check payable to:

Carlsbad MainStreet  
P. O. Box 302  
Carlsbad NM 88220

A portion of funds from each donation will be considered unrestricted and utilized at the discretion of the organization.  
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