

SPONSORSHIP INFORMATION



OUR MISSION



Rho Omega and Friends, Inc. is a 501(c)(3) non-profit volunteer organization dedicated to enriching and empowering the community. Our mission is to deliver targeted, impactful, and engaging leadership that enhances public policies and elevates the educational, social, and economic well-being of the community.

At the core of our initiatives is the Shreveport Bossier Omega Lamplighters mentoring program, designed to cultivate young men into exemplary citizens by fostering academic excellence, encouraging community engagement and providing positive male mentorship. Rho Omega and Friends has awarded over \$100,000 in scholarships to students pursuing higher levels of education since 2018.

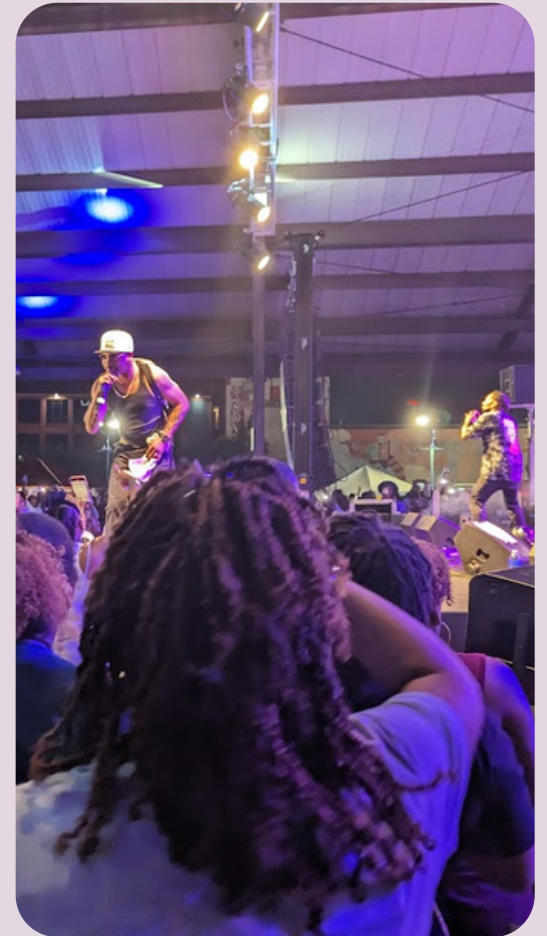


FESTIVAL OVERVIEW



Rho Omega and Friends annually hosts the Let the Good Times Roll Festival during Juneteenth weekend at Shreveport's Downtown Festival Plaza, commemorating the culture, music, art, fashion and unity within the African American community in our region.

This weekend event features a lineup of local, regional, and national music artists captivating over 10,000 attendees each year. The festivities showcase the community's development and contribute to funding our youth mentoring initiative, the Shreveport Bossier Omega Lamplighters and our general scholarship program.



Stage & Venue Naming

Main Stage
\$100,000

HBCU Stage
\$75,000

Main Stage
VIP Area
\$50,000

Artist Zone
\$50,000

Kid's Zone
\$40,000

Why You Should Consider

- Position your company as a forward thinking, community leader
- Expose your brand to a cross-section of demographic segments
- Build engaging relationships
- Drive sales for new and existing business
- Corporate community engagement
- Influence community perceptions

Gender of Attendees

Male: 40% Female: 60%

Age of Attendees

25-34: 22% • 35-44: 28%

45-54: 34% • 55+: 16%

Income of Attendees

\$200K+: 5%

\$175K-199K: 6%

\$150-174K: 12%

\$125-149K: 14%

\$100-125K: 26%

\$75-99K: 22%

\$50-75K: 10%

\$50K: 5%

Beverage Products

Payment for Naming Rights are acceptable in cash, beverage products or any combination thereof.

SPONSORSHIP LEVELS

Title Sponsor \$25,000+

- *Title Sponsor on Rho Omega website with link to your Business Website
- *Name and logo on ALL branding & Golf Carts (banners, signage, website, brochures, t-shirts, flyers and programs)
- *Opportunity to provide remarks during event program
- *Sponsorship Booth Space
- *Special recognition in social media - Facebook, Instagram, Twitter and Tik Tok
- * 20 VIP passes to the LTGTR Festival, assorted drinks & complimentary hors d'oeuvres provided
- *Special recognition at all media events
- *Company Rep introduces Headlining Artist

Gold Level \$10,000-\$14,999

- *Name and logo on ALL branding & Golf Carts (banners, signage, website, brochures, t-shirts, flyers and programs)
- *Sponsorship Booth Space
- *Special recognition in social media - Facebook, Instagram, Twitter and Tik Tok
- * 10 VIP passes to LTGTR Festival
- *Special recognition at all media events

Silver Level \$5,000-\$9,999

- *Name and logo on ALL branding & Golf Carts (banners, signage, website, brochures, t-shirts, flyers and programs)
- *Name and logo listed on social media Facebook, Twitter, Instagram and Tik Tok
- *8 Complimentary passes to LTGTR Festival
- *Special recognition at all media events

Diamond Level \$20,000-\$24,999

- *Name and logo on ALL branding & Golf Carts (banners, signage, website, brochures, t-shirts, and programs)
- *Corporate Sponsor on Rho Omega website with link to your Business Website
- *Sponsorship Booth Space
- *Special recognition in social media - Facebook, Instagram, Twitter and Tik Tok
- * 15 VIP passes to the LTGTR Festival, assorted drinks & complimentary hors d'oeuvres provided
- *Special recognition at all media events

Bronze Level \$2,500-\$4,999

- *Name and logo on some branding & Golf Carts (website, brochure, flyers and programs)
- *6 Complimentary passes to LTGTR Festival
- *Name and logo listed on social media Facebook, Twitter, Instagram and Tik Tok
- *Special recognition at all media events

Platinum Level \$15,000-\$19,999

- *Name and logo on ALL branding & Golf Carts (banners, website, brochures, t-shirts, and programs)
- *Sponsorship Booth Space
- *Special recognition in social media - Facebook, Instagram, Twitter and Tik Tok
- * 12 VIP passes to LTGTR Festival, assorted drinks and complimentary hors d'oeuvres provided
- *Special recognition at all media events

Pearl Level \$1600-\$2499

- *Name and logo on limited branding (website, brochures, and programs)
- *4 Complimentary passes to LTGTR Festival
- *Name and logo listed on social media Facebook, Twitter, Instagram and Tik Tok
- *Special recognition at all media events

For more information about sponsorship options and benefits, please contact Candice Washington at 718.840.8529 or sponsors@rhoomega.com

SPONSORSHIP OPPORTUNITIES

Whats in it for you?	Title \$25,000+	Diamond \$20,000- \$24,999	Platinum \$15,000- \$19,999	Gold \$10,000- \$14,999	Silver \$5,000- \$9,999	Bronze \$2,500- \$4,999	Pearl \$1,600- \$2,499
Title Sponsor on Rho Omega & Friends website with link to your business website	✓						
Corporate Sponsor on Rho Omega & Friends website with link to your business website	✓	✓	✓	✓			
Company Listed on all Ads as Title Sponsor (Includes digital and printed)	✓						
Company listed on all printed Ads	✓	✓	✓	✓			
Sponsorship Booth Space	✓	✓	✓	✓			
Complimentary Festival Passes <i>*Denotes VIP with comp drinks and hor d'oeuvres*</i>	20	15	12	10	8	6	4
Company Rep Introduces Headlining Artist	✓						

SPONSORSHIP OPPORTUNITIES (CONT.)

Whats in it for you?	Title \$25,000+	Diamond \$20,000- \$24,999	Platinum \$15,000- \$19,999	Gold \$10,000- \$14,999	Silver \$5,000- \$9,999	Bronze \$2,500- \$4,999	Pearl \$1,600- \$2,499
Banner Display(s) • Main Stage	✓	✓	✓	✓			
Banner Display(s) • Info Booth	✓	✓	✓				
Banner Display(s) • Souvenir Booth	✓			✓	✓		
Banner Display(s) • Entrances	✓	✓					
Banner Display(s) • Kids Area	✓	✓					
Signage on Golf Carts (company provided)	✓	✓	✓	✓	✓	✓	
Stage acknowledgements throughout the festival	✓	✓	✓	✓			
Highlighted on all social media platforms	✓	✓	✓	✓	✓	✓	✓

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CORPORATE SPONSORSHIP

CORPORATE SPONSORS ARE CRITICAL TO SUPPORT THE MISSION AND PROJECTS OF THE LET THE GOOD TIMES ROLL FESTIVAL. WITH YOUR HELP WE CAN CONTINUE PROVIDING HIGH-QUALITY SYMPOSIUMS, SPECIAL EVENTS, EDUCATIONAL AND OUTREACH PROGRAMS, NEED AND MERIT-BASED SCHOLARSHIPS. RHO OMEGA & FRIENDS, INC. IS A 501(C)3 NON-PROFIT ORGANIZATION. OUR TAX ID NUMBER IS 72-1287532. YOUR CONTRIBUTION IS TAX DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW. CHECKS SHOULD BE MADE PAYABLE TO RHO OMEGA & FRIENDS, INC.

BUSINESS NAME _____

BUSINESS MAILING ADDRESS _____

BUSINESS OWNER OR CONTACT PERSON _____

PHONE NUMBER _____

EMAIL ADDRESS _____

SPONSORSHIP AMOUNT _____

HOW WOULD YOU LIKE TO PAY FOR YOUR SPONSORSHIP?

- MAIL A CHECK TO P.O. BOX
- INVOICE TO EMAIL ABOVE
- VENMO & PAYPAL AVAILABLE UPON REQUEST

HOW WOULD YOU LIKE TO RECEIVE YOUR TICKETS (\$1,600 AND ABOVE SPONSORS)?

- PLEASE EMAIL MY TICKETS
- PLEASE HOLD MY TICKETS AND I WILL PICK THEM UP THE DAY OF THE EVENT
- I DO NOT WISH TO REDEEM MY COMPLIMENTARY TICKETS

WHO CONTACTED YOU TO SECURE THIS SPONSORSHIP?

LTGTR SPONSORSHIP COORDINATOR WILL REACH OUT TO YOU REGARDING INFORMATION FOR YOUR AD SPACE TO INCLUDE YOUR BUSINESS LOGO.

MAIL COMPLETED FORMS TO: RHO OMEGA & FRIENDS, INC. • PO BOX 19431 • SHREVEPORT, LA 71149

RHO OMEGA & FRIENDS, INC. |
PO BOX 19431 | SHREVEPORT, LA 71149 |
TAX ID 72-1287532 | WWW.LTGTRFESTIVAL.COM |
SPONSORS@RHOOMEGA.COM