



# CAJUN FEST SPONSORSHIP PROPOSAL

Presented by  
Kent Downtown Partnership  
& Altha's Louisiana Cajun Spices







# ABOUT US



## The Cajun Fest Story

It began as casual conversations between Neil Robinson of Altha's Louisiana Cajun Spices and Gaila Haas of the Kent Downtown Partnership, discussing how they could bring the vibrant culture of New Orleans to the heart of downtown Kent.

Since its launch in 2021, Cajun Fest has rapidly grown into Washington's premier celebration of Cajun culture, infusing the heart of Kent, WA, with the vibrant flavors, music and traditions of Louisiana. This unique festival offers an authentic taste of the Bayou, featuring mouthwatering Cajun cuisine, lively music performances, spirited dance, a bustling beer garden, and activities for the whole family. Whether you're craving spicy jambalaya, grooving to soulful zydeco, or simply looking to soak in the essence of Louisiana, Cajun Fest guarantees an unforgettable, fun-filled day for everyone.

Attracting over 5,000 visitors annually, Cajun Fest has quickly become one of the city's most eagerly awaited cultural events, drawing ever-growing and diverse crowds each year with its authentic and lively celebration of Louisiana's rich traditions.



# EVENT OVERVIEW

## Join the excitement, be part of Cajun Fest.

Align your brand with a vibrant, community-focused event that draws a diverse audience from across the region. As a sponsor, you'll gain visibility among thousands of attendees who are passionate about culture, music, and food, while also demonstrating your commitment to supporting local events that enrich the community.

With extensive promotion opportunities and the chance to connect with a broad demographic, sponsoring Cajun Fest is a smart investment that showcases your brand's dedication to cultural celebration and community engagement.

Your support can make a big difference! We appreciate your consideration.



**DATE:** Saturday, August 16, 2025  
**TIME:** 2 - 7 PM  
**LOCATION:** Burlington Green Park, Kent

**EXPECTED ATTENDANCE:** 5,000+

### ACTIVITIES:

- Live music performances
- 2nd Line Parade
- Beer Garden
- Food trucks/Vendors
- Kids activities





# OTHER PERKS

## Sponsorships are Tax Deductible!

KDP is a 501(c)(3) non-profit charitable organization recognized by the IRS. EIN: 91-1573465

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### Brand Visibility:

Sponsors will benefit from brand exposure through event marketing materials, such as posters, social media/newsletters, banners, event programs, live mentions, press coverage and sponsor booth



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### Community Impact:

Cajun Fest brings the community together, drawing families, friends, and visitors from Kent and the surrounding areas, enhance your community presence.



### Not seeing what you need?

Sponsorships can be tailored to align with your marketing goals and budget!





# SPONSOR LEVELS



## **TITLE SPONSOR- \$10,000 (1 opportunity)**

This is an exclusive opportunity for your brand's premier recognition at the festival. Your brand will be prominently showcased not only to festival attendees but also to a broader audience through press/media, extensive circulation of promotion materials, photos and videos from the event.

### Package Includes:

- Exclusive Title Sponsorship: Your brand will receive primary visibility throughout the festival as the exclusive title spotlight -- "Cajun Fest, brought to you by (insert company name)"
- Category Exclusivity: No competing businesses in the same category will be allowed to sponsor the event, ensuring your brand's unique position.
- Stage Representation: Your brand will be the only one displayed on the stage, with an exclusive banner.
- Prominent Logo Placement: Your logo will be prominently featured on all festival signage.
- Live Brand Recognition: The Emcee will frequently acknowledge your brand throughout the event.
- Speaking Opportunity: You will have the opportunity to address the audience from the stage (maximum of 5 minutes).
- Prime Booth Placement: Enjoy a complimentary 10' x 10' booth space in a premier location to promote your brand, sell items, and engage directly with consumers.
- Premium Marketing Placement: Your company's name and logo will be featured prominently on all event-related marketing materials, including social media and newsletter campaigns, posters, brochures, event guide (if applicable), press releases.



# SPONSOR LEVELS



## **PREMIER SPONSOR- \$5,000 (4 opportunities)**

Sponsors at this level have the opportunity to spotlight a specific feature of the event, if desired, such as musicians, food court, beer garden, kids zone, or you may work with the festival coordinator for another feature that speaks to your brand.

This package provides excellent reach! Festival features may be supported by one sponsor only. Selection of feature will be provided on a first come, first served basis.

Package includes:

- Spotlight on all event materials as the sponsor of a feature of your choice, such as "Beer Garden" or "Kid Zone" brought to you by (insert your business name)
- Opportunity to hang banner in your sponsored area
- Frequent live recognition of your brand by the Emcee throughout the event
- Complementary booth space (10' x 10') to promote brand or sell items for increased face-to-face contact with consumers
- Premier placement of company name and logo on all materials related to event, including all social media/newsletter campaigns, promotion materials, posters, brochures, press releases.





# SPONSOR LEVELS

## PRESENTING SPONSOR- \$2,000 (4 opportunities)

The objective of this event is to foster community pride and celebrate cultural diversity. This level has been designed to offer an accessible opportunity to participate and enjoy the advantages of sponsorship at a cost-effective rate.

Package Includes:

- Live Sponsor Recognition: Your business will receive live mention as a sponsor during the event.
- Logo Placement: Your logo will be featured on website, event poster, and across multiple social media platforms and newsletters
- Banner placement throughout event with your logo
- Booth Space: Enjoy a 10' x 10' booth space to promote your brand, sell products, and engage directly with consumers.

## COMMUNITY SPONSOR- \$850 (4 opportunities)

- Live Sponsor Recognition: Businesses will receive live mentions as sponsor during event.
- Logo Placement: Your logo will be featured on event poster and social media platforms and newsletter
- Booth space (10x10)



## OTHER OPPORTUNITIES:

- IN KIND: Can you offer volunteer staff, a product or a service that can benefit the event? Work with organizers to find an arrangement that works for you!
- SPONSOR AN ACTIVITY: Would you like to sponsor a specific activity, like face-painting, a contest or kid's activity? We may be able to make that happen!
- VOLUNTEER PERKS: Want to help thank volunteers? Gift certificates and food, among other things, are appreciated!



# MEET THE TEAM



## Neil Robinson

### OWNER, ALTHA'S LOUISIANA CAJUN SPICES

Neil is the founder and owner of Altha's and the inspiration behind Cajun Fest. His brand is known for bringing the authentic flavors of Louisiana to PNW kitchens. With roots deeply embedded in Cajun culture, Neil's mission is to share his hometown experiences and the rich heritage of Cajun cuisine and culture.



## Gaila Haas

### EXECUTIVE DIRECTOR, KENT DOWNTOWN PARTNERSHIP

Gaila leads the Partnership's efforts to revitalize and promote the heart of Kent, WA. With a deep passion for community engagement and economic development, Gaila has been instrumental in producing events like Cajun Fest, bringing vibrancy and cultural diversity to downtown Kent. Her leadership and vision have helped foster a thriving local economy and vibrant destination for residents and visitors alike.



## Kingfisher Abernethy

### EVENTS COORDINATOR, KENT DOWNTOWN PARTNERSHIP

Kingfisher is the Events Coordinator for the Cajun Fest, where she plays a pivotal role in bringing the event to life. With a keen eye for detail, she is responsible for planning and executing the logistics to highlight the cultural richness and diversity of Cajun Fest.





# CONTACTS

Gaila Haas  
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Neil Robinson  
Owner  
**Altha's Louisiana Spices**  
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## Media Opportunities

- Interviews: Available with event organizers, performers, and chefs.
- Photography/Video:
  - Access to key areas for media coverage, including backstage and front-of-stage areas during performances.

## Feature Stories:

- Opportunities to spotlight local vendors, the cultural significance of Cajun Fest, and behind-the-scenes stories.

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## Social Media & Online Presence

Website: [downtownkentwa.com](http://downtownkentwa.com)

Facebook.com/KentDowntownPartnership

Instagram.com/kentdowntownpartnership

Hashtags: #KentCajunFest #DowntownKent



# THANK YOU

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## Thank you for considering a sponsorship

Your support is invaluable in helping us bring this vibrant celebration of culture, music, and community to life. We appreciate your interest in partnering with us and look forward to the possibility of working together to create an unforgettable experience for our attendees.

Your sponsorship not only contributes to the success of the event but also strengthens the bond within our community. Thank you again for your consideration!

