

MOONPIE OVER
MOBILE:
ALABAMA'S
NEW YEAR'S EVE
CELEBRATION





Now in its 14th year, MoonPie over Mobile has become one of the premiere New Year's Eve celebrations in the Central Time Zone.

- 40 - 60,000 attendees from across the country
- More than \$3 million generated in earned media annually
- Hundreds of hotel rooms filled during a formerly slow season

Featured events/activities include:

- Cutting of the world's largest edible MoonPie
- Second Line Parade
- Resolution Wall
- Main Stage acts featuring nationally known talent
- Fireworks at midnight, followed by a laser light show



MAIN STAGE SPONSORSHIP: \$20,000

The headliner and opening act take place on the Main Stage, set up next to Bienville Square in St. Francis Street. The stage is the focal point of the evening, and features a giant video screen along with engaging staging elements provided by the talent. The crowd grows throughout the evening, approaching 40,000 as the clock nears midnight.



MAIN STAGE SPONSOR BENEFITS:

- Logo prominently displayed on the Main Stage Header
- Opportunity to announce the talent at the news conference
- Logo inclusion in all social media, print and digital advertising
- On site marketing opportunities
- Company mention in all news releases and news conferences

A large crowd of people is gathered at a night event. In the background, a building is visible with a sign that reads "TAYLOR PARKING" and "BUILDING". The scene is illuminated by streetlights and event lighting, creating a vibrant atmosphere. The crowd is diverse in age and appearance, and many are looking towards the camera or the event area.

MAIN STAGE SPONSOR BENEFITS CONTINUED:

- Company name included in regional radio advertisements
- Tickets to the VIP reception in the Presidential Suite of the Battle House Hotel
- Opportunity to attend Meet & Greet with headliners (if allowed by talent contract)
- Logo projected onto the RSA Trustmark Building during the evening and as part of the laser light show

FIREWORKS SPONSORSHIP: \$15,000

MoonPie over Mobile ends with a spectacular fireworks show from two locations: atop the RSA Trustmark Building and from a barge along the waterfront. The dual show and the companion laser light show ensure that no matter where attendees might be downtown, they won't miss the dramatic end to the evening.



FIREWORKS SPONSOR BENEFITS:

- Promotion of the event as the "Spire Fireworks Show."
- Logo inclusion in all social media, print and digital advertising
- On site marketing opportunities
- Opportunity to participate in the announcement of the NYE plans
- Company mention in all news releases and news conferences



FIREWORKS SPONSOR BENEFITS CONTINUED:

- Tickets to the VIP reception in the Presidential Suite of the Battle House Hotel
- Opportunity to attend Meet & Greet with headliners (if allowed by talent contract)
- Logo projected onto the RSA Trustmark Building during the evening and as part of the laser light show



SECOND LINE PARADE SPONSORSHIP: \$10,000

A second line brass band will entertain the crowd at Renaissance Riverview Hotel during the MoonPie cutting before leading the crowd through the streets of downtown Mobile for a second line parade. The parade is led by the mayor and other elected officials, and the public is invited to join in as the parade makes its way to the main stage.



SECOND LINE PARADE SPONSOR BENEFITS:

- Logo inclusion in all social media, print and digital advertising
- On site marketing opportunities
- Company mention in all news releases and news conferences
- Tickets to the VIP reception in the Presidential Suite of the Battle House Hotel



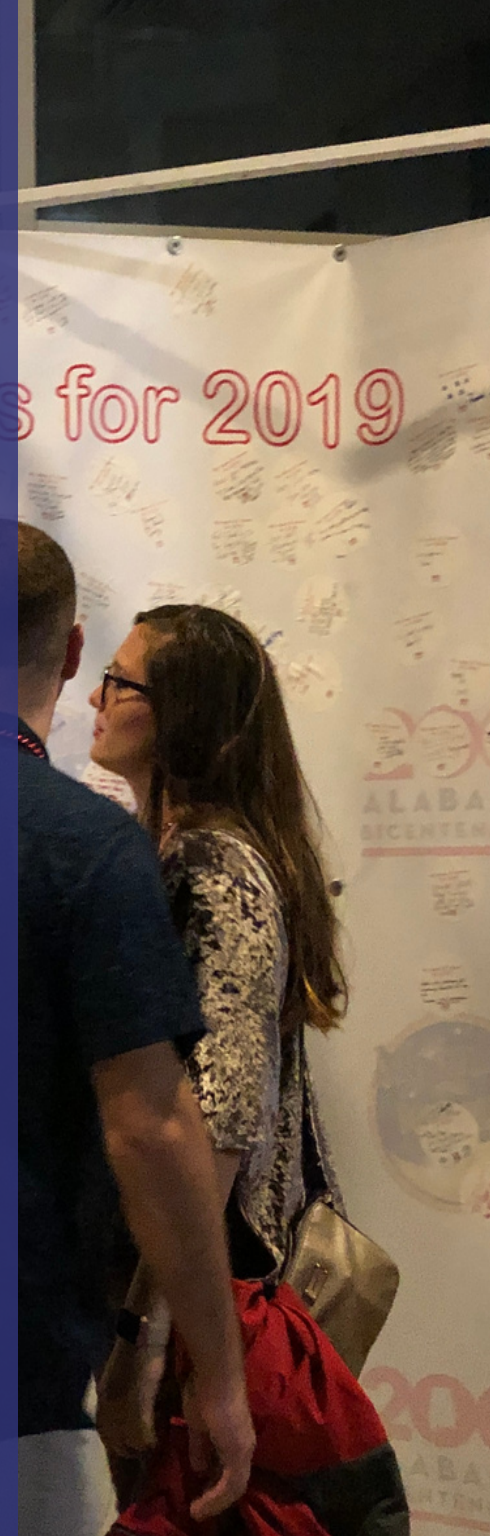
SECOND LINE PARADE SPONSOR BENEFITS CONTINUED:

- Opportunity to attend Meet & Greet with headliners (if allowed by talent contract)
- Logo projected onto the RSA Trustmark Building during the evening and as part of the laser light show
- Customized banner leading the parade with the sponsor logo



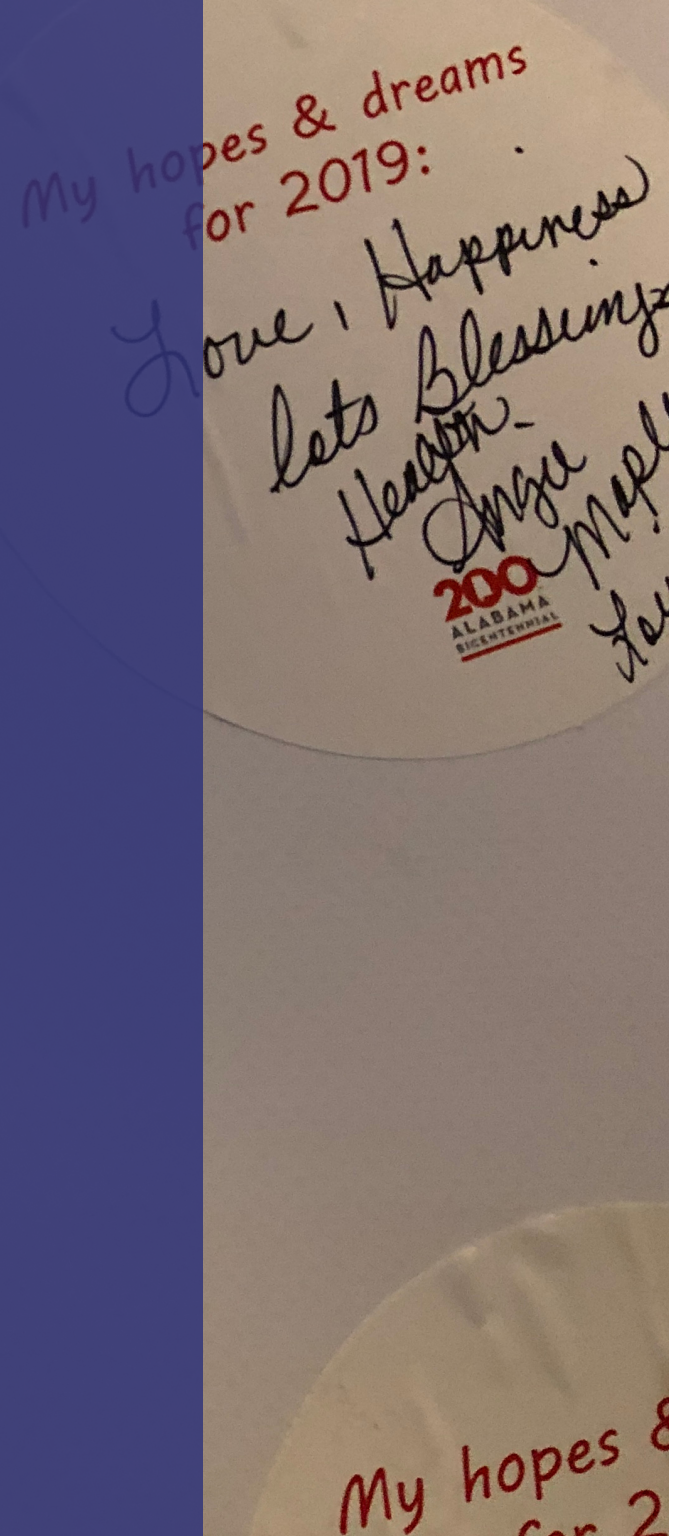
RESOLUTION WALL SPONSORSHIP: \$10,000

- The Resolution Wall allows attendees to leave their hopes and dreams for the coming year. The comments are photographed for documentation and recorded for future generations.
- The Resolution Wall has become one of the most photographed elements of the MoonPie Over Mobile celebration



RESOLUTION WALL SPONSORSHIP BENEFITS:

- Company logo printed on Resolution Wall and stickers used to write resolutions
- Logo inclusion on all social, print and digital advertising
- On site marketing opportunities
- Company mention in all news releases and news conferences



RESOLUTION WALL SPONSORSHIP BENEFITS:

- Tickets to the VIP reception in the Presidential Suite of the Battle House Hotel
- Opportunity to attend Meet & Greet with headliners (if allowed by talent contract)
- Logo projected onto the RSA Trustmark Building during the evening and as part of the laser light show

