



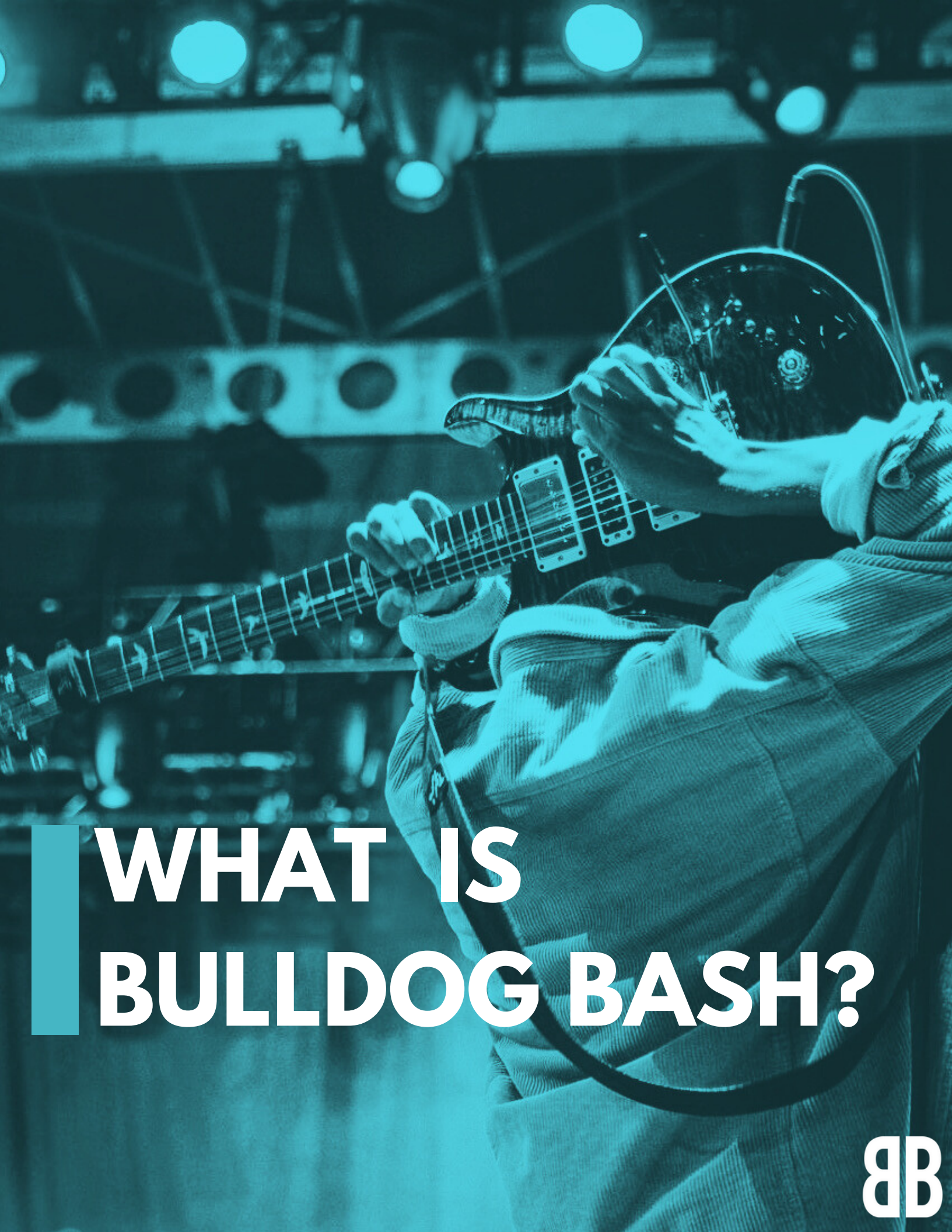
**BB BULLDOG  
BASH**

**2023**

**SPONSORSHIP BOOKLET**

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# WHAT IS BULLDOG BASH?

BB



# BULLDOG BASH

is an annual concert put on by the Mississippi State University Student Association. Held in historic downtown Starkville, it has been coined “Mississippi’s Largest Outdoor Concert,” with 2022 attendance surpassing 35,000 concertgoers. Bulldog Bash takes place every Fall semester and provides quality entertainment to students and local residents. Since its inception in 1999, MSU and the Starkville community alike have grown to consider Bulldog Bash a staple MSU tradition. As one of the most successful student-led concerts in the entire southeast, it’s safe to say this event is not one to miss.





# THE CONCERT

The state of Mississippi is rich in its contributions to American music and is among one of the most authentic places in the country to experience live music. Bulldog Bash is proud to contribute to this rich heritage and provide performances that will be remembered for a lifetime.

Bulldog Bash's most alluring feature is certainly the Main Stage. Beginning as the night falls, locally and nationally acclaimed artists perform, delivering an unforgettable experience for tens of thousands of people. Headliners range in genre through the years and have included Surfaces, HARDY, T-Pain, the Eli Young Band, All-American Rejects, the Avett Brothers, and many more! Bulldog Bash's diverse range of genres and musical backgrounds is one of the many reasons the event has remained so beloved.







# **MORE THAN JUST A CONCERT**

**While the concert is the main attraction, Bulldog Bash is certainly more than just a nighttime event. Throughout the day, Bulldog Bash hosts the Maroon Market, welcoming vendors from across the state to downtown Starkville and providing them the opportunity to promote their businesses and sell merchandise to our concertgoers.**

**Adjacent to Maroon Market is the Local Stage, where local musicians perform throughout the day for attendees to enjoy while browsing the market and enjoying the food trucks. The Kid's Zone is dedicated to fun for children and families during the day and includes a variety of games and an inflatable bounce house. Bulldog Bash incorporates a variety of games, competitions, and many more activities to create an exciting atmosphere for attendees of all ages!**





# BULLDOG BASH GIVES BACK

Each year, the Bulldog Bash committee chooses a philanthropy to spotlight and support. This year, we are proud to support Bully's Closet and Pantry, a campus-based nonprofit focused on alleviating food insecurity and poverty experienced by MSU students. National data estimates 30% of college students experience financial instability and food insecurity, and USDA data finds that Mississippi experiences the highest food insecurity in the country, with around 18.7% of Mississippi households experiencing very low food security. Bully's Closet and Pantry provides food, clothing, and personal necessities free of cost to students in need. Bulldog Bash's initiatives will include a campus-wide food and clothing drive and a donation campaign.

*When you support Bulldog Bash, you are supporting the entire Bulldog family!*







# WHY SPONSOR BULLDOG BASH?

Imagine the streets of downtown Starkville packed with fans anticipating a long day of fun and a night full of music. The warmth of summer is fading, and the first cool breeze of Fall is making its way through town. Both nationally recognized bands and local favorites can be heard warming up throughout the day, building the anticipation for the fun ahead. Vendors line the streets with merchandise and delicious food. Friends and families join one another in the streets and on overlooking balconies, enjoying the unique atmosphere created by our market, artists, and musicians.

*The Bulldog Bash experience is truly one of a kind, and it wouldn't be possible without the support of our generous sponsors and community partners. With your help, we can bring new and exciting additions to Bulldog Bash!*



# SPONSOR BENEFITS

All sponsors have the chance to set up a booth at Maroon Market, giving your business the opportunity to engage the Starkville community with your products/services. Both first-time and returning sponsors will have a memorable concert experience in the VIP section, which provides a catered meal and a prime viewing location of the Main Stage at the front of the crowd. Bulldog Bash has a variety of sponsorship packages to meet your needs.

*Keep reading for a comprehensive list of our packages and more information on becoming involved with Bulldog Bash.*





# TITLE

# SPONSOR

## \$30,000 - ONE AVAILABLE

### TITLE SPONSOR BENEFITS

- Exclusive rights to add sponsor name to the festival and video advertisement
- Sponsor branding on stage, downtown street banners, t-shirt and posters
- Sponsor branding and direct link on Bulldog Bash website
- Twenty (20) minutes of sponsor branding during advertising time on all video screens at the event plus water mark during concert
- Two (2) marketing booths\*\*
- Six (6) social media posts\*\* (Twitter, Instagram posts and stories) during the peak time between artist announcement and event
- Fifteen (15) passes to the Bulldog Bash VIP area \*\*
- Four (4) official Bash t-shirts and posters with logo\*\*

**\*\* Package details associated with benefits are negotiable to actual sponsorship amount**

### MULTI-YEAR CONTRACT AVAILABLE

- Year-round posts on social media
- Branded tent for event entrance
- Banner on fencing near main stage
- Sponsor branding on dedicated page of sponsorship package brochure



# MAIN STAGE SPONSOR

**\$18,000 - ONE AVAILABLE**

## **MAIN STAGE SPONSOR BENEFITS**

- Exclusive rights to add sponsor name to main stage and video advertisement
- Two (2) marketing booth
- Sponsor branding on stage, downtown street banners, t-shirt and posters
- Sponsor branding and direct link on Bulldog Bash website
- Sixteen (16) minutes of sponsor branding during advertising time on all video screens at the event
- Three (3) social media posts (Twitter, Instagram posts and stories) during the peak time between artist announcement and event
- Twelve (12) passes to the Bulldog Bash VIP area
- Four (4) official Bash t-shirts and posters with logo

## **MULTI-YEAR CONTRACT AVAILABLE**

- Year-round posts on social media
- Brand logo on VIP wristbands
- Banner on fencing near main stage
- Sponsor branding on dedicated page of sponsorship package brochure





# MAROON MARKET SPONSOR

**\$15,000 - ONE AVAILABLE**

## **MAROON MARKET SPONSOR BENEFITS**

- **Exclusive rights to add sponsor name to main stage and video advertisement**
- **Two (2) marketing booths**
- **Sponsor branding on stage, downtown street banners, t-shirt and posters**
- **Sponsor branding and direct link on Bulldog Bash website**
- **Twelve (12) minutes of sponsor branding during advertising time on all video screens at the event**
- **Two (2) social media posts (Twitter, Instagram posts and stories) during the peak time between artist announcement and event**
- **Ten (10) passes to the Bulldog Bash VIP area**
- **Four (4) official Bash t-shirts and posters with logo**

## **MULTI-YEAR CONTRACT AVAILABLE - \$27,000**

- **Year-round posts on social media**
- **Branded feathered flag at Maroon Market entrances**
- **Banner on fencing near main stage**
- **Sponsor branding on dedicated page of sponsorship package brochure**



# LOCAL STAGE

# SPONSOR

**\$10,000 - ONE AVAILABLE**

## **LOCAL STAGE SPONSOR BENEFITS**

- Exclusive rights to add sponsor name to local stage and video advertisement
- Two (2) marketing booths
- Sponsor branding on stage, downtown street banners, t-shirt and posters
- Sponsor branding and direct link on Bulldog Bash website
- Eight (8) minutes of sponsor branding during advertising time on all video screens at the event
- One (1) social media post (Twitter, Instagram post and story) during the peak time between artist announcement and event
- Eight (8) passes to the Bulldog Bash VIP area
- Four (4) official Bash t-shirts and posters with logo

## **MULTI-YEAR CONTRACT AVAILABLE - \$18,000**

- Year-round posts on social media
- Banner on fencing near main stage
- Sponsor branding on dedicated page of sponsorship package brochure



# KID'S ZONE SPONSOR

**\$7,500 - ONE AVAILABLE**

## **KID'S ZONE SPONSOR BENEFITS**

- **Exclusive rights to add sponsor name to Kid Zone and video advertisement**
- **Two marketing booths**
- **Sponsor branding on stage, downtown street banners, t-shirt and posters**
- **Six (6) minutes of sponsor branding during advertising time on all video screens at the event**
- **One (1) social media post (Twitter, Instagram post and story) during the peak time between artist announcement and event**
- **Six (6) passes to the Bulldog Bash VIP area**
- **Two (2) official Bash t-shirts and posters with logo**

## **MULTI-YEAR CONTRACT AVAILABLE - \$13,500**

- **Year-round posts on social media**
- **Branded tent at entrance of Kid Zone**
- **Banner on fencing near main stage**
- **Sponsor branding on dedicated page of sponsorship package brochure**





# TRUE MAROON SPONSOR

**\$5,000 - UNLIMITED AVAILABILITY**

## LOCAL STAGE SPONSOR BENEFITS

- Two (2) marketing booths
- Sponsor branding on stage, downtown street banners, t-shirt and posters
- Sponsor branding and direct link on Bulldog Bash website
- Four (4) minutes of sponsor branding during advertising time on all video screens at the event
- Two (2) social media group posts with other True Maroon Sponsors (Twitter, Instagram posts and stories) during the peak time between artist announcement and event
- Six (6) passes to the Bulldog Bash VIP area
- Two (2) official Bash t-shirts and posters with logo

## MULTI-YEAR CONTRACT AVAILABLE - \$9,000

- Year-round posts on social media
- Banner on fencing near main stage
- Sponsor branding on dedicated page of sponsorship package brochure





# BULLDOG SPONSOR

**\$3,000 - UNLIMITED AVAILABILITY**

- One marketing booth
- Sponsor branding on t-shirt
- Sponsor branding and direct link on Bulldog Bash website
- Two (2) minutes of sponsor branding during advertising time on all video screens at the event
- Five (5) passes to the Bulldog Bash VIP area
- One (1) social media group post with other Bulldog sponsors (Twitter, Instagram post and story) during the peak time between artist announcement and event
- Two (2) official Bash t-shirts with logo and official event posters

# COWBELL SPONSOR

**\$2,000 - UNLIMITED AVAILABILITY**

- One (1) Marketing Booth
- Sponsor branding on t-shirt
- Sponsor branding and direct link on Bulldog Bash website
- Four (4) passes to the Bulldog Bash VIP area
- Two (2) official Bash t-shirts with logo
- One (1) social media group post with other Cowbell sponsors (Twitter, Instagram post and story) during the peak time between artist announcement and event





# PLATINUM SPONSOR

**\$1,000 - UNLIMITED AVAILABILITY**

- One (1) marketing booth
- Sponsor branding on t-shirt
- Sponsor branding on Bulldog Bash website
- Two (2) passes to the Bulldog Bash VIP area
- Two (2) official Bash t-shirts with logo
- One (1) social media group post with other Platinum sponsors (Twitter, Instagram post and story) during the peak time between artist announcement and event

# COMMUNITY SPONSOR

**\$500 - UNLIMITED AVAILABILITY**

- Sponsor name on Bulldog Bash website





# A LA CARTE SPONSORSHIP PACKAGE

**BUILD YOUR OWN SPONSORSHIP  
PACKAGE BASED ON WHAT YOU  
WANT FROM YOUR SPONSORSHIP &  
WHAT YOU ARE WILLING TO PAY:**

- **VIP Tickets (Limited Availability) - \$250/Ticket**
- **T-Shirts - \$20/Shirt\***
- **Posters - \$20/Poster\***
- **Maroon Market Booth (Limited Availability) - \$25/Booth**
- **Banner on fencing near Main Stage - \$300**
- **Social Media Post - \$500/post with 3 other sponsors**
- **Direct link on website - \$250**

*\*Logo will be included w/ a minimum of \$1,000 sponsorship.*





BULLDOG  
BASH

**SPONSORSHIP  
DEADLINE IS  
AUGUST 16TH, 2023**

For more information, please contact Laura Grace King, Bulldog Bash Sponsorship Coordinator, by email at [bulldogbashsponsorships@gmail.com](mailto:bulldogbashsponsorships@gmail.com) or by phone at 662.325.2930. We look forward to working with you!