



SPONSORSHIP OPPORTUNITIES

A SWIZZLE AFFAIR SPONSORSHIP LEVELS

- 1 Top Shelf Sponsor \$5000
- 2 Premium Sponsor \$3500
- 3 Call Sponsor \$2500
- 4 Well Sponsor \$1000
- 5 Ice Sponsor \$700
- 6 Fountain Sponsor \$500
- 7 Silent Auction Sponsor \$400
- 8 Swizzle Sponsor \$250
- 9 Judges Sponsor \$250



WHAT IS A SWIZZLE AFFAIR?

A Swizzle Affair is a cocktail competition fundraiser for the Mississippi Restaurant Association Education Foundation 501(c)(3). The goal is to raise funds through ticket sales, silent auction sales, and sponsorships to benefit Mississippi ProStart - a two year high school program that teaches students culinary and restaurant management skills.

A Swizzle Affair features local bartenders and their signature cocktails competing for for cash prizes. Ticketed guests are able to sample cocktails, as well as bites from MHRA member restaurants. The event features live music and a silent auction.

REACH & OBJECTIVE

OUR PURPOSE

In 2022, A Swizzle Affair was attended by approximately

- 150 guests
- 14 bartenders
- 10 restaurants

The event was sponsored by

- Cathead Distillery
- Southern Beverage Company
- Republic National Distributing Company
- Brown Bottling Group
- McB's Bar & Grill





OBJECTIVE

The Mississippi Restaurant Association Education Foundation (MRAEF) provides support to the 41 ProStart programs throughout the state, produces the statewide ProStart competition, the Mississippi ProStart Invitational (MPSI), and provides travel and board to the National ProStart Invitational in Baltimore, MD, to the first place MPSI teams and their educators.

Through A Swizzle Affair, we hope to fund these projects and more in order to provide an immersive educational experience to students interested in entering the hospitality and restaurant industry.

Find more information at
msra.org/ProStart

AUDIENCE



The target market for A Swizzle Affair includes

The target market for A Swizzle Affair includes

- Working professionals
- Women 25 - 54
- Men 35 - 54
- Residents in Jackson, Brandon, Pearl, Madison, Flowood, and Clinton

TOP SHELF

\$5000



INCLUDED BENEFITS

- 4 VIP tickets
- 6 General Admission tickets
- 10% discount on additional tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Recognition on press releases
- Logo on any posters and/or flyers
- Logo up front on any banners and/or signs at the event
- Logo with link on MHRA website
- Dedicated email blast to MHRA members
- Recognition with logo and link on event email blasts
- Full page ad in digital event guide (send 1080 x 1920 ad to erinbuchwald@msra.org by Tuesday, October 3, 2023)

QUESTIONS?

CONTACT ERIN BUCHWALD AT
[917-573-0456](tel:917-573-0456) OR
ERINBUCHWALD@MSRA.ORG

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PREMIUM

\$3500



INCLUDED BENEFITS

- 2 VIP tickets
- 4 General Admission tickets
- 10% discount on additional tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Recognition on press releases
- Logo on any posters and/or flyers
- Logo up front on any banners and/or signs at the event
- Logo with link on MHRA website
- Recognition with logo and link on event email blasts
- Full page ad in digital event guide (send 1080 x 1920 ad to erinbuchwald@msra.org by Tuesday, October 3, 2023)

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CALL

\$2500



INCLUDED BENEFITS

- 6 General Admission tickets
- 10% discount on additional tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Recognition on press releases
- Logo on any posters and/or flyers
- Logo on any banners and/or signs at the event
- Logo with link on MHRA website
- Recognition with logo and link on event email blasts
- Half page ad in digital event guide (send 1080 x 960 ad to erinbuchwald@msra.org by Tuesday, October 3, 2023)

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WELL

\$1000



INCLUDED BENEFITS

- 4 General Admission tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Logo on any signs at the event
- Logo with link on MHRA website
- Quarter page ad in digital event guide (send 1080 x 480 ad to erinbuchwald@msra.org by Tuesday, October 3, 2023)

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ICE

\$700



INCLUDED BENEFITS

- 4 General Admission tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Logo with link on MHRA website
- Quarter page ad in digital event guide (send 1080 x 480 ad to erinbuchwald@msra.org by Tuesday, October 3, 2023)

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FOUNTAIN

\$500



INCLUDED BENEFITS

- 4 General Admission tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Logo with link on MHRA website

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SILENT AUCTION

\$400



INCLUDED BENEFITS

- 2 General Admission tickets

MARKETING & PROMOTION

- Mentions on event, MHRA and MS ProStart social media
- Logo with link on MHRA website

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SWIZZLE

\$250



INCLUDED BENEFITS

- 2 General Admission tickets

MARKETING & PROMOTION

- Logo with link on MHRA website

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JUDGES

\$250



INCLUDED BENEFITS

- 2 General Admission tickets

MARKETING & PROMOTION

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THANK YOU FOR YOUR SUPPORT.