



Carlsbad MainStreet Project, Inc.  
102 S. Canyon St., Carlsbad NM 88220  
(575) 628-3768 or (575)361-3276  
[carlsbadmainstreet@gmail.com](mailto:carlsbadmainstreet@gmail.com)

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Greetings from Carlsbad MainStreet:

Carlsbad MainStreet is excitedly planning our 7<sup>th</sup> Annual **MAINSTREET CAVERNFEEST** that will be held on Friday, June 7<sup>th</sup> and Saturday June 8<sup>th</sup>, 2024. **CAVERNFEEST** is an event that is hosted in our downtown area packed with activities entertaining a variety of interests. It is a two-day, family-friendly event with activities such as volleyball, cornhole, basketball, trackless train rides, sidewalk chalk art, sidewalk sales, bounces houses, a dunking booth and so much more.

Music will be heard on Friday evening and all-day Saturday, featured on one large stage that will be set up in our downtown area. There will be vendor booths and downtown stores with all kinds of merchandise to sell. A variety of food can be enjoyed on Food Truck Avenue, a Beer Garden and so much more. Not only will this event provide great sponsorship opportunities and visibility for your company, but a fun time for your employees, your families, friends, and you.

**MAINSTREET CAVERNFEEST** has proven to be a successful “free to the public” event that brings 15,000 to 20,000 people each year to downtown Carlsbad, and we expect even more this year. Because of our widespread advertising, we draw a large crowd from both in and out of town.

Carlsbad MainStreet is reliant on partnerships and sponsorships to host this amazing event. The growth of **MAINSTREET CAVERNFEEST** allows us to not only bring this fun event to downtown but allows for us to make visible and quality structural and aesthetic updates to downtown throughout the year, including façade upgrades, digital signage, and other fun family-friendly events.

The Carlsbad MainStreet Project was formed in 1996 as a non-profit, 501c3 organization working to bring stronger economic development and vitality to Carlsbad by providing resources to make downtown look more attractive and encourage more businesses to become a part of our MainStreet District. We pride ourselves on making downtown Carlsbad a place where families come to eat, be entertained, and create a lifetime of memories for the entire family. We want to provide activities that will engage families, community members, and tourists to come together for a more cohesive connection for our town.

With your help, **MAINSTREET CAVERNFEEST 2024** will be even better this year. Attached is a list of sponsorship opportunities for your consideration. We sincerely appreciate any support you can offer. If you have any questions, please contact the MainStreet office at (575) 628-3768, or email [carlsbadmainstreet@gmail.com](mailto:carlsbadmainstreet@gmail.com).

Thank you,

Kat Davis  
Executive Director, Carlsbad MainStreet Project, Inc.



**CAVERN FEST 2024  
FRIDAY EVENING & ALL-DAY SATURDAY  
JUNE 7 & 8, 2024**

**Title Sponsor - \$40,000 (~~1 SLOT AVAILABLE~~) Taken, thank you CHEVRON!**

- Company **LOGO** in New Mexico Magazine, Texas Monthly & Focus Magazine Ads
- Company **LOGO** on every promotional printed item for CavernFest (posters, banners, flyers)
- CavernFest **VIP Priority** (perks differ each year, separate VIP event, VIP only section/preferred seating etc.)
- Title sponsor only included on any VIP promotional items (glasses, bags, etc.)
- Premier booth space at CavernFest for company promotion
- Visual Recognition throughout the event (logo on LED screens, yard signs, banners etc.)
- Recognition on every social media post for CavernFest (Facebook, YouTube, Instagram)
- Verbal recognition from stage at CavernFest before each of the performances, opportunity to announce headlining act on June 8<sup>th</sup>
- Recognition on all radio advertisements for CavernFest
- Company **LOGO** printed on T-shirts for CavernFest

➤ **In addition to all the CavernFest recognition, your company will be recognized with promotional items for:**

- Company booth space provided at no cost for any other MainStreet event at no cost (Third Thursdays, Farmers Market, Fall Festival etc.)
- Annual Impact Report
- Incentive opportunities to help fill up downtown i.e. free façade design plan, paint (June 2024 – May 2024)
- Company **LOGO** with company website link on Carlsbad MainStreet website May 2024- May 2025



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**CAVERN FEST 2024**  
**FRIDAY EVENING & ALL-DAY SATURDAY**  
**JUNE 7 & 8, 2024**

**Premier Sponsor - \$20,000 (1 SLOTS AVAILABLE) 1 slot taken, thank you XTO!**

- Company LOGO on every promotional printed item for CavernFest (posters, banners, flyers)
- CavernFest **VIP Priority** (perks differ each year, separate VIP event, VIP only section/preferred seating etc.)
- Premier booth space at CavernFest for company promotion
- Recognition on all radio advertisements for CavernFest
- Company LOGO on T-shirts for CavernFest
- Visual Recognition throughout the event (logo on LED screens, yard signs, banners etc.)
- Social media recognition for CavernFest – Facebook, YouTube, Instagram, Snapchat, Twitter
- Company LOGO with link to company on Carlsbad MainStreet website May 2024-May 2025

**Gold Sponsor – \$15,000 (1 SLOTS AVAILABLE) Taken, thank you CHEVRON!**

- Company LOGO listed on printed promotional item for CavernFest (posters, banners, flyers)
- Verbal recognition from stage at CavernFest for the last 5 performances
- Visual Recognition throughout the event (logo on LED screens, yard signs, banners etc.)
- Company name printed on T-shirts for CavernFest
- Social media recognition – Facebook, YouTube, Instagram, Snapchat, Twitter
- Company LOGO on Carlsbad MainStreet website May 2024-May 2025

**Silver Sponsor - \$10,000 (3 SLOTS AVAILABLE) 1 slot taken, thank you CNB Bank!**

- Company name listed on printed promotional item for CavernFest (posters, flyers)
- Social media recognition for CavernFest – Facebook, YouTube, Instagram, Snapchat, Twitter
- Company name printed on T-shirts for CavernFest

**Bronze Sponsor – \$5,000**

- Company name listed on printed promotional item for CavernFest (posters, flyers)
- Social media recognition – Facebook, YouTube, Instagram, Snapchat, Twitter

**Supporter of CavernFest - \$1,000**

**In-Kind Donations**

- Generators, light towers, portable-potties, security, hotel rooms, food for performers and volunteers



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## CAVERNREST 2024 SPONSORSHIP

- \_\_\_ Title Sponsor \$40,000
- \_\_\_ Platinum Sponsor \$20,000
- \_\_\_ Gold Sponsor \$15,000
- \_\_\_ Silver Sponsor \$10,000
- \_\_\_ Bronze Sponsor \$5,000
- \_\_\_ Supporter of CavernFest \$1,000
- \_\_\_ Volunteers at the event \_\_\_ # of volunteers
- \_\_\_ In-kind Donation Light towers, generators, porta-pots, hotel rooms, food for performers and volunteers

Company name: \_\_\_\_\_

Check enclosed    Check # \_\_\_\_\_    Invoice me \_\_\_\_\_

**Donations received early meet deadlines for radio, TV & printed advertising which starts April 1, 2024.**

**Thank you for your support.**

**Please mail form and check payable to:**

**Carlsbad MainStreet  
P. O. Box 302  
Carlsbad NM 88220**

A portion of funds from each donation will be considered unrestricted and utilized at the discretion of the organization.  
Carlsbad MainStreet is 501(c) 3 corporation, Tax ID 85-0464302. Donations are tax deductible