



12th Annual



Friday, November 11th



Benefiting



Sponsorship Package

www.msubulldogbash.org



What is Bulldog Bash™?



Bulldog Bash™ is a free event held each fall in the Historic Cotton District that features an MSU Football Dawg Rally, FanFare and live music on several stages. The festival draws around 35,000 visitors and is held on a Friday night before one of the SEC MSU home football games.



The concert has been branded as “Mississippi’s Largest Free Outdoor Concert Event!” Past performers include Jason Mraz, Third Eye Blind, Gavin Degraw, Matt Wertz, Sister Hazel, Big Daddy Weave, Patrick Smith Band, Daybreakdown, Edwin McCain, Eric Church, Bobby Valentino, and many more.

“Mississippi’s Largest Free Outdoor Concert Event”

What other events are there besides the concerts?

Although the main attraction at Bulldog Bash™ is the music from several performers, there are other aspects to the event that create the fun, festival atmosphere. The event also features our Vendor Area, comprised of various companies, organizations, and restaurants who fill the Cotton District with shoppers and great smells of fresh cooked food. The DawgRally moves down from the Junction to the Cotton District for fans to support their Dawgs before this year’s game against the University of Alabama. Following the DawgRally, our annual FanFare takes place, which is made up of multiple inflatables and family fun activities. Bulldog Bash™ is truly a night for both friends and family.

Why Sponsor Bulldog Bash™?

Imagine the streets of Starkville's picturesque Cotton District packed with over 35,000 fans anticipating a night of fun and music – and looking forward to the next day, when the team they love will host an exciting SEC home game. This is the largest free outdoor concert event in Mississippi, and they've never seen anything like it.

Friends hop from house to house on the balconies overlooking the streets, enjoying the best times of their lives, with the friends they love.

A nationally-known band is warming up down the street while a local one jams away nearby. Vendors have lined the streets with food and merchandise. The warmth of the Summer is fading and the first cool breeze of Fall is making its way to Mississippi.



Benefits for all 2011 Bulldog Bash™ Sponsors:

- Support the United Way
- Support Mississippi State Students and Alumni
- Reach a crowd of over 35,000 people
- Receive recognition that will distinguish your organization

Throughout the eleven year history of Bulldog Bash™, the concert has grown year by year and now is host to crowds surpassing 35,000. You can be a part of Bulldog Bash™ 2011 simply by becoming an event sponsor.



Bulldog Bash™ Giving Back

CONCERT TO BENEFIT UNITED WAY OF NORTH CENTRAL MS

In 2009, the Student Association brought mobile fundraising to the state of Mississippi for the first time through Bulldog Bash™! Through that event, over \$7,000 was donated to the United Way of North Central Mississippi. Bulldog Bash™ 2011 will again benefit the United Way!

For more information on how Bulldog Bash™ plans to give back through the 2011 event, visit www.msubulldogbash.org.



What is United Way™?

United Way of America, based in Alexandria, VA, is a non-profit organization that works with nearly 1,300 local United Way offices throughout the country in a coalition of charitable organizations to pool efforts in fund-raising and support. The focus of United Way is identifying and resolving pressing community issues, as well as making measurable changes in the communities through partnerships with schools, government agencies, businesses, organized labor, financial institutions, community development corporations, voluntary and neighborhood associations, the faith community, and others.

The local United Way offices select their own beneficiaries because of the diversity of the communities served. However, the main focus areas include Education, Income and Health.



University Drive - Bulldog Bash™ 2009 - Photo by J. Murdock

Bulldog Bash™ 2011 at Mississippi State University



Who Attends Bulldog Bash™?

College Students: Over 20,000 college students from Mississippi State University as well as the University of Alabama, Ole Miss, Southern Miss, and surrounding community colleges gather for the year's biggest night.

Fans and Alumni: The Saturday football game will cause fans to arrive Friday night in time for Bulldog Bash™ and they will fill the Cotton District to visit vendor booths and listen to music.

Families and children: Starkville residents hit Bulldog Bash™ early to enjoy the DawgRally, a night of inflatable games, face painting, and MSU spirit.

Support Bulldog Bash™ 2011 - **Pledge. Commit. Benefit.**

2011 Bulldog Bash™ Sponsorship Opportunities

Title Sponsor

EMERGE
mobilize your music

District Stage Sponsor

**MISSISSIPPI STATE
UNIVERSITY**
forever maroon & white

Main Stage Sponsor

CLARK SINCE 1903
BEVERAGE GROUP, INC.



FanFare Sponsor

Call for Details - 1 Available

- Two (2) marketing Booths
- Exclusive rights to name of FanFare & DawgRally
- Banners at FanFare and throughout event
- Logo on Bulldog Bash™ video-screen at event
- Primary logo on t-shirts and print media
- Mention in radio and video advertisement(s)
- Logo on Bulldog Bash™ website
- Link on Bulldog Bash™ website
- Eight (8) passes to the Bulldog Bash™ V.I.P. Room
- Twelve (12) Bulldog Bash™ posters
- Eight (8) Bulldog Bash™ t-shirts
- Meet and Greet with bands when available

Associate Sponsor

\$3,000 - Limited Availability

- One (1) marketing Booth
- Logo on Bulldog Bash™ video-screen at event
- Primary logo on t-shirts and print media
- Logo on Bulldog Bash™ website
- Link on Bulldog Bash™ website
- Six (6) passes to the Bulldog Bash™ V.I.P. Room
- Ten (10) Bulldog Bash™ posters
- Six (6) Bulldog Bash™ t-shirts

Partner Sponsor

\$2,000 - Unlimited Available

- One (1) marketing Booth
- Secondary logo on print media
- Logo on Bulldog Bash™ website
- Link on Bulldog Bash™ website
- Six (6) passes to the Bulldog Bash™ V.I.P. Room
- Ten (10) Bulldog Bash™ posters
- Six (6) Bulldog Bash™ t-shirts

General Sponsor

\$1,000 - Unlimited Available

- One (1) marketing Booth
- Banner at FanFare and DawgRally
- Logo on Bulldog Bash™ website
- Link on Bulldog Bash™ website
- Four (4) passes to the Bulldog Bash™ V.I.P. Room
- Eight (8) Bulldog Bash™ posters
- Four (4) Bulldog Bash™ t-shirts

Activity Sponsor

\$750 - Unlimited Available

- One (1) marketing Booth
- Link on Bulldog Bash™ website
- Two (2) passes to the Bulldog Bash™ V.I.P. Room
- Six (6) Bulldog Bash™ posters
- Two (2) Bulldog Bash™ t-shirts

Vendor Sponsor

\$500 - Unlimited Available

- One (1) tent or vendor Booth space
- Sell, distribute, or advertise within booth space
- Listing on Bulldog Bash™ website

Community Supporter

\$250 - Unlimited Available

- Listing on Bulldog Bash™ website
- Listing on banner at event



Bulldog Bash™ 2011 presented by Emerge
Friday, November 11th, 2011 - Cotton District, Starkville, MS

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