



## Krewe of Porus Inaugural Mardi Gras Ball Sponsorship Package

**Event Date:** Saturday, January 31, 2026

**Time:** 8:00 PM – 1:00 AM

**Location:** Thompson Hotel, Houston

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**Dear Prospective Sponsor,**

We are thrilled to invite you to become a **founding sponsor** of an extraordinary new tradition: the **Inaugural Krewe of Porus Mardi Gras Ball**.

This premier black-tie celebration will launch a new chapter in Houston's cultural landscape—rooted in the traditions of New Orleans Carnival and elevated by the brilliance, legacy, and style of the African Diaspora. With civic leaders, entrepreneurs, influencers, and cultural connoisseurs attending from across the country, your sponsorship will align your brand with excellence, influence, and high-impact visibility.

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### Why Partner with the Krewe of Porus?

#### Cultural Prestige & Founding Recognition

Become part of the foundation of one of Houston's most anticipated annual events.

#### Civic Engagement & Social Impact

Proceeds from the Krewe of Porus Mardi Gras Ball support the Krewe of Porus Mentorship Initiative—promoting youth development through creative arts, cultural education, and leadership. Additionally, a portion of the funds raised will go toward college scholarships for deserving students, helping to empower the next generation of leaders. Your sponsorship plays a vital role in sustaining these impactful, year-round efforts.

Proceeds support the Krewe of Porus Mentorship Initiative, promoting youth development through creative arts, cultural education, and leadership.



## Regional & National Exposure

Guests will travel from New Orleans, Atlanta, Los Angeles, D.C., and beyond—bringing eyes and energy to Houston's thriving culture and businesses.

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## Event Highlights

- Elegant Seated Dinner & Signature Cocktails (Open Bar)
- VIP & General Cocktail Receptions
- Live & Silent Auctions
- 2nd Line Parade Experience
- Krewe Presentations & Carnival Preview
- Live Music, Dance, and Performance Art
- **Dress Code:** Black Tie Formal with African-Inspired or Afrofuturistic Masks

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## Sponsorship Levels & Benefits

### Presenting Sponsor – \$25,000 (*Exclusive Title Partnership – 2 Available*)

- Naming rights and premier branding across all event platforms
- Two reserved VIP tables (20 guests total)
- Two luxury hotel rooms for one night
- Prominent logo placement on step-and-repeat, signage, and invitations
- Full-page inside front cover ad in the event program
- Stage speaking opportunity during VIP reception
- Recognition in media coverage and press releases
- Personalized post-event gift and acknowledgment

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### Royal Court Sponsor – \$15,000

- One reserved VIP table (10 guests)
- Two luxury hotel rooms for one night
- Full-page ad in the event program
- Branding on step-and-repeat, event signage, and website
- Stage recognition and media inclusion



### **Crown Sponsor – \$10,000**

- One reserved VIP table (10 guests)
- One luxury hotel room for one night
- Half-page ad in the program
- Logo featured on signage, program, and website

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### **Throne Sponsor – \$5,000**

- One reserved VIP table (10 guests)
- Quarter-page ad in the program
- Logo on sponsor signage and media
- Social media mentions and post-event recognition

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### **Scepter Sponsor – \$3,500**

- One reserved VIP table (10 guests)
- Name listed in the event program
- Logo placement on sponsor wall and printed signage
- Inclusion in post-event sponsor newsletter

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### **All Sponsors Receive:**

- Access to networking with civic leaders and cultural influencers
- Early access to professional event photos
- Personalized thank-you gift and post-event acknowledgment

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### **Let's Make History Together**

This is more than a celebration—it's a movement. By sponsoring the **Krewe of Porus Mardi Gras Ball**, you become a champion of legacy, unity, and excellence in Houston's evolving cultural story.



**Contact:**

**Brandon Forker – Sponsorship Coordinator**

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