



THE KREWE OF PORUS

Houston, Texas

FORMAL INVITATION TO THE FLEUR DE LIS GUILD

2027 Sponsorship & Patronage Prospectus

2027 EVENTS AT A GLANCE

2ND ANNUAL MARDI GRAS BALL

Friday, January 15, 2027

7:00 PM – 1:00 AM

The Post Oak Hotel

Houston, TX

PARADE THROUGH EMANCIPATION PARK

Saturday, January 23, 2027

(Time of the Event TBD)

Third Ward, TX

Starting point TBD



A MESSAGE FROM THE KREWE OF PORUS

Dear Prospective Patron,

We are thrilled to invite you to become a partner of an extraordinary tradition: the Annual Krewe of Porus Mardi Gras Ball. This premier black-tie celebration launched a new chapter in Houston's cultural landscape in January 2026 — 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 at one of Houston's most anticipated annual events.

WHY PARTNER WITH THE KREWE OF PORUS?



Cultural Prestige & Founding Recognition

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



Civic Engagement & Social Impact

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



Regional & National Exposure

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



MARDI GRAS BALL EVENT HIGHLIGHTS

 Elegant Seated Dinner	<i>Signature cocktails and open bar</i>
 VIP & General Cocktail Receptions	<i>Exclusive networking with Houston's elite</i>
 Live & Silent Auctions	<i>Curated cultural and luxury items</i>
 2nd Line Parade Experience	<i>A beloved New Orleans tradition, Houston-style</i>
 Krewe Presentations & Carnival Preview	<i>Exclusive previews of 2027 parade royalty</i>
 Live Music, Dance & Performance Art	<i>World-class entertainment throughout the evening</i>

Dress Code:

Men:

Black Tie Formal – Tuxedo Required

No Sneakers

Tie Mandatory

Ladies:

“Dress to Impress” – Formal Floor-length Gown Required

No Pantsuits or Jumpsuits



FLEUR DE LIS GUILD

PATRONAGE LEVELS & BENEFITS

Crown of the Krewe \$100,000

(Exclusive Title Partnership — Limited to 1 Available Sponsor)

- ◆ Lead naming rights and premier branding across all event platforms
 - Grand Stand
 - Exclusive float for the Parade
 - Mardi Gras Ball
- ◆ Two reserved VIP tables for the Mardi Gras Ball (20 guests included)
- ◆ Two luxury hotel rooms at the Mardi Gras Ball venue
- ◆ Exclusive float for the Parade (12 guests included)
- ◆ Prominent logo placement on step-and-repeat, signage, and invitations
- ◆ Exclusive logo placement on commemorative parade throws
- ◆ Full-page inside front cover ad in the Mardi Gras Ball program
- ◆ Onstage speaking opportunity during VIP reception
- ◆ Recognition in all media coverage and press releases
- ◆ Exclusive Crown lapel pins

Imperial Fleur de Lis Patron

\$50,000

(Limited to 2 Available Sponsors)

- ◆ Naming rights and premier branding across all event platforms
 - *Grand Stand*
 - *Exclusive float for the Parade*
 - *Mardi Gras Ball*
- ◆ Two reserved VIP tables for the Mardi Gras Ball (20 guests included)
- ◆ Two luxury hotel rooms at the Mardi Gras Ball venue
- ◆ Exclusive float for the Parade (12 guests included)
- ◆ Prominent logo placement on step-and-repeat, signage, and invitations
- ◆ Listed on commemorative parade throws
- ◆ Full-page inside front cover ad in the Mardi Gras Ball program
- ◆ Onstage speaking opportunity during VIP reception
- ◆ Recognition in all media coverage and press releases
- ◆ Exclusive Rhinestone Fleur de Lis lapel pins

Grand Fleur de Lis Patron

\$35,000

(Limited to 2 Available Sponsors)

- ◆ Naming rights and premier branding across all event platforms
 - *Grand Stand*
 - *Shared float for the Parade*
 - *Mardi Gras Ball*
- ◆ Two reserved VIP tables for the Mardi Gras Ball (20 guests included)
- ◆ Two luxury hotel rooms at the Mardi Gras Ball venue
- ◆ Shared float for the Parade (5 guests included)
- ◆ Prominent logo placement on step-and-repeat, signage, and invitations
- ◆ Full-page ad in the Mardi Gras Ball program
- ◆ Onstage speaking opportunity during VIP reception
- ◆ Recognition in all media coverage and press releases
- ◆ Exclusive Gold Fleur de Lis lapel pins

Fleur de Lis Patron

\$25,000

(Limited to 2 Available Sponsors)

- ✦ Naming rights and premier branding for the Mardi Gras Ball
- ✦ Two reserved VIP tables for the Mardi Gras Ball (20 guests included)
- ✦ Two luxury hotel rooms at the Mardi Gras Ball venue
- ✦ Prominent logo placement on step-and-repeat, signage, and invitations
- ✦ Full-page ad in the Mardi Gras Ball program
- ✦ Onstage speaking opportunity during VIP reception
- ✦ Recognition in all media coverage and press releases
- ✦ Exclusive Silver Fleur de Lis lapel pins

Royal Court Patron

\$15,000

(Limited to 3 Available Sponsors)

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

King's Circle

\$10,000

(Limited to 3 Available Sponsors)

- ✦ One reserved VIP table for the Mardi Gras Ball (10 guests)
- ✦ One luxury hotel room at the Mardi Gras Ball venue
- ✦ Half-page ad in the Mardi Gras Ball program
- ✦ Logo featured on event signage, program, and website
- ✦ Social media mentions and post-event recognition

Distinguished Patron

\$5,000

(Limited to 5 Available Sponsors)

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

General Admission Table

\$3,000

(Open Availability)

- ◆ One reserved table for the Mardi Gras Ball (10 guests)

ALL PATRONS RECEIVE

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



LET'S MAKE HISTORY TOGETHER

This is more than a celebration — it's a movement.

By underwriting the Krewe of Porus Mardi Gras Ball, you become a champion of legacy, unity, and excellence in Houston's evolving cultural story. Join us in building a tradition that will be celebrated for generations to come.

CONTACT US

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