



# 14<sup>TH</sup> ANNUAL LIFE FEST



This is a FREE event open to the public. Food & beverages will be available.  
*Absolutely no alcohol nor alcohol sales will be permitted.*

## 2026 The Annual LifeFest SPONSORSHIP GUIDE Saturday April 04, 2026 (12:00pm-6:00pm)

PRESENTED BY:



# THE 2026 ANNUAL LIFEFEST

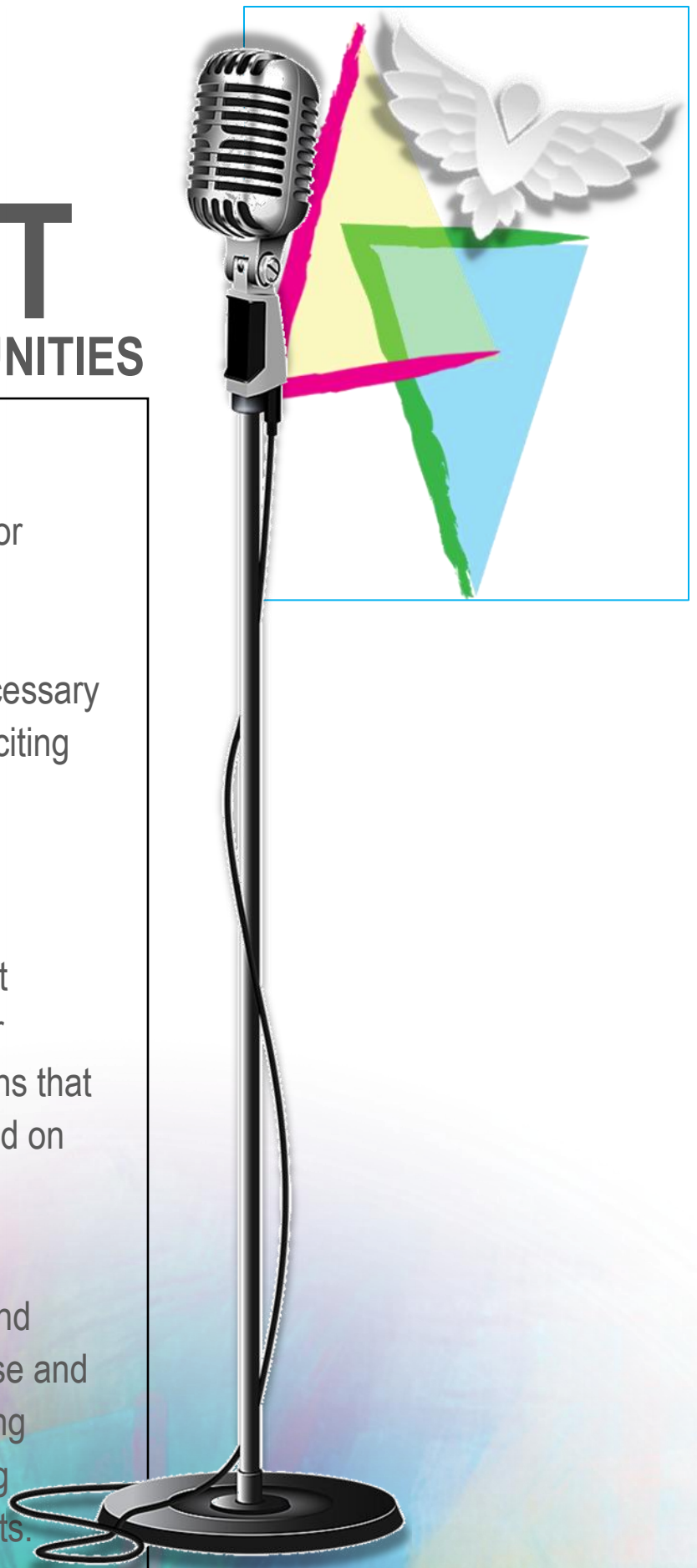
## SPONSORSHIP OPPORTUNITIES

Thank you for taking the time to review this sponsorship proposal for the 14<sup>th</sup> Annual LifeFest.

Operating as event organizers, we acquire sponsors to supply necessary funding in order to offer a more exciting family event and more spirit-filled meaningful program, as well as cover rising costs.

Unlike traditional sponsorships that build tiered sponsorship levels, our sponsorships are custom activations that are created for our prospects based on their unique needs and desires.

Our sponsorship activations are designed to function as effective and powerful marketing tools to increase and reinforce our participating partnering sponsors' brand awareness among their specific targeted niche markets.



# ABOUT THE FESTIVAL



The Annual LifeFest (ALF) is a free annual event held at the Rhorer Plaza in downtown Baton Rouge, Louisiana whereby everyone is invited to gather together in unison on the lawn of city hall to create an atmosphere of love, unity, prayer, praise, and worship.

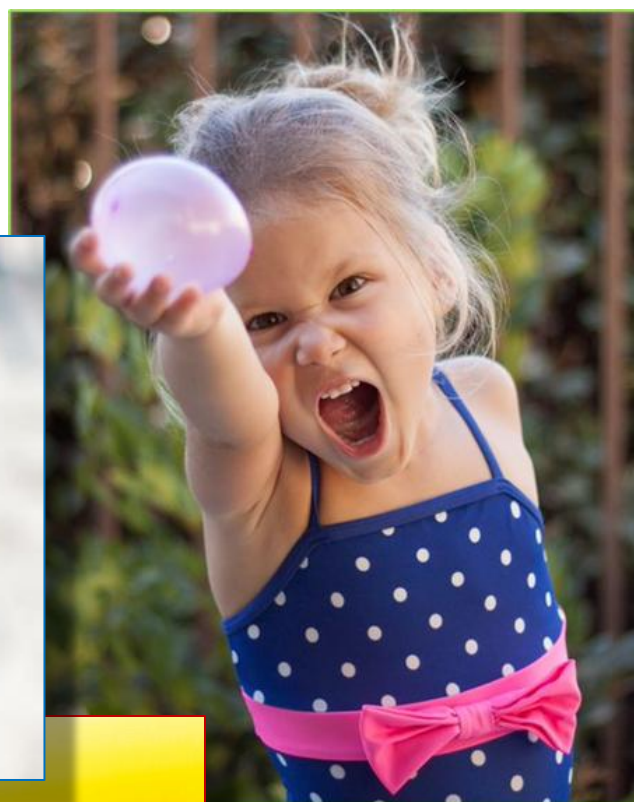


The Annual LifeFest consist of music and entertainment, featuring performances by select local musicians and gospel music recording artists performing live on the Galvez Stage. Also, food provided by our event sponsored food truck and food tent vendors, raffles, free give-a-ways, and prayers conducted hourly for our schools, businesses, law enforcement, first responders, local and state government officials, as well as all of our resident festival attendees and their families.



The Annual LifeFest also presents a plethora of fun activities for kids such as the sponsored Kid's Zone featuring: a water fight, a LifeFest Scavenger Hunt for kids (ages 3-12), inflatables, interactive hands-on stations, a face painting station, and various carnival like games & prizes for kids of all of ages to enjoy,

There's also the ALF sponsored Snack Station which highlights an Ice Cream Vendor, as well as FREE hot dogs, nachos, and soft drinks.



**LIFEFEST**

# FESTIVAL HISTORY



## 2026

Marks the  
**14<sup>TH</sup>**  
Anniversary  
of the  
Annual  
LifeFest  
inception.



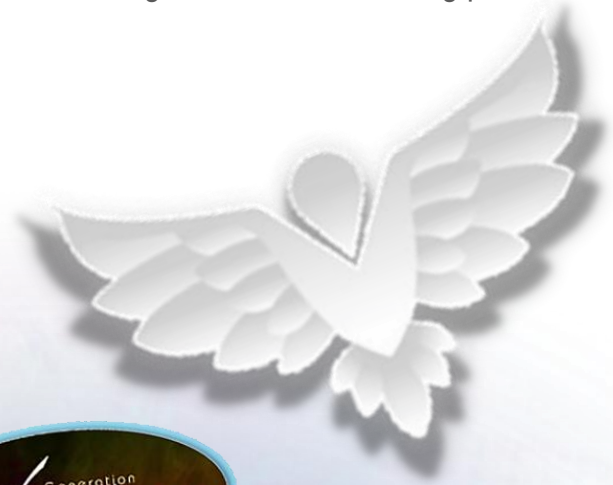
Founded in 2012 by Pastor Timothy Dunn and First Lady Shameika Dunn of Abundant Life Christian Center (ALCC) of Baton Rouge, Louisiana, LifeFest was initially instituted as an annual church picnic in the park, involving mostly its church members and their families and friends.

Every year since its initial inauguration, LifeFest has since grown bigger and better each year, and in 2021 was extended to also include a “Youth Rally” w/Live Entertainment and special guest performances.

The event was such a tremendous success, the decision was then made to open the event up to the public, including the entire city of Baton Rouge and all surrounding parishes.

To celebrate our amazing ten-year milestone, in 2022 we hosted the Annual LifeFest event, and will every year thereafter, at the downtown Rhorer Plaza in Baton Rouge as an annual family friendly oriented, love and unity themed, free gospel music festival for all to attend.

Our objective moving forward is to forge an ongoing collaborative partnership with the LA Governor’s Office, EBR Parish Mayors Office, and the Downtown Development District (DDD), as well as with our local churches, to join us in presenting the “Annual LifeFest” to our residents, giving the powerful gift of love, music and prayer to every family in the city of Baton Rouge and the surrounding parishes.





## WHO IS OUR AUDIENCE?

As with all events built on the foundation of love, life, prayer, and the family dynamic, our target audience is the entire general public. (The general public includes all men, women, and children of all age ranges.)

The anticipated number of attendees for this year's Annual LifeFest festival celebration is approximately 2,500-3,000 festival goers.

Prayers will be conducted at the top of every hour, led by select pastors and/or ministers from local churches.

Each person will be given a preset time (approx. 2 – 10 mins.) to pray for a specific, assigned, target area of need such as crime reduction, love, peace, unity, healing, faith, deliverance, and salvation, as well as prayers for jobs, prosperity, our economy, our schools, local businesses, law enforcement, local and state government officials, and all of our residents and their families – lifting up the cities of East and West Baton Rouge, as well as all of the surrounding parishes.

# There is an even split of male and female attendees.

## Initial Marketing Area



- The average age is approximately 35 years old.
- 31% of our audience attends with their children.
- 79% of our audience comes from within a 30-mile radius of Baton Rouge. *(That includes all of East and West Baton Rouge, Baker, and Zachary, as well as Ascension Parish, Livingston Parish, and Iberville Parish.)*
- 53% of our audience comes from the central part of Louisiana.

Our marketing area includes all of East and West Baton Rouge, Ascension, Iberville, Pointe Coupee, West and East Feliciana, St. Helena, and Livingston Parish.

The population within this region exceeds 8 hundred thousand people.

### LOUISIANA 9 COUNTY/PARISH POPULATION

PARISH	POPULATION
East Baton Rouge	443,158
West Baton Rouge	26,395
Ascension	125,061
Iberville	32,626
Pointe Coupee	21,883
West Feliciana	15,441
East Feliciana	19,228
St. Helena	10,227
Livingston	<u>140,524</u>

TOTAL POPULATION:

**834,543**

# WHAT'S IN IT FOR OUR SPONSORS?

The Annual LifeFest Activations offers a plethora of benefits to potential sponsors.

## **ALF activation opportunities include:**

- Having a very visible presence on the festival grounds, allowing you to introduce yourself (company) to thousands of attendees on the day of the festival.
- ALF Concert Stage Sponsorship via signage in the area designated above the festival concert stage.
- Nine other Naming Rights Sponsorship areas throughout the festival grounds.
- Supporting Sponsorships of specific Kids Zone games, activities, and/or prizes.
- Inclusion on ALF television media advertising.
- Inclusion on the pre-recorded radio commercial promotional campaign.
- Acknowledgment during live radio interviews.
- Your organization's logo included in our print ads, posters, program, and web site.
- Mentions in the festival's extensive social media campaign.
- Corporate logo on the ALF sponsorship page with link to sponsor site.
- Inclusion on the marketing beacon in the heart of Downtown Baton Rouge.

***NOTE: Package benefits may vary based upon availability at time of contract date.***

**Exclusive**

## **Title Sponsorship**

- First "Right of Refusal" for Title Sponsor annually (for an agreed upon term).
- Acknowledgement of representation of the "Annual LifeFest", as brought to you by

**<YOUR BRAND>**

- in logos on designated signage in festival location area, and logos and/or text in all festival marketing and collateral material.
- 2 on-site parking passes
- Assigned tent space (*if previously agreed*).
- Access to the VIP Tent for the concert. (*The VIP Tent includes free catered food and drinks, and a partitioned seating area.*)
- Opportunity to address the crowd, along with option to throw merch from the stage.
- Sponsor placement at the center of the Concert Stage banner
- Title Sponsorship acknowledgment on all live and prerecorded TV/Radio commercials. (*Minimum 250 on-air mentions*)
- Corporate logo on the ALF e-mail blasts
- Corporate logo on the ALF sponsorship page with link to sponsor site
- Exclusive sponsor from your industry
- ALF social media mentions
- Media presence with corporate acknowledgment in all print marketing materials for the ALF including print advertising, event banners, posters, and festival T-shirts.
- And much more...



# The 2026 ALF Sponsorships PROMOTIONAL PACKAGE ACTIVATIONS

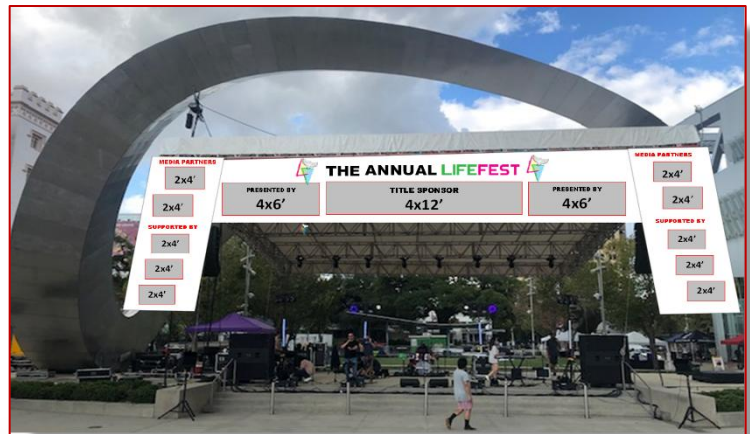
There are any number of ways to support the 2026 Annual LifeFest.

The following are some sponsorship activation packages we have assembled that offer maximum value-added benefits for additional visibility. We may be also willing to customize certain packages to meet specific needs.

The ALF Concert Stage Sponsorships includes placing a sponsor's logo on the branded banner in one of the high visibility locations on the front of our concert stage (to be determined by festival staff).

Banner location options are to include the Front Sides (Vert.), and the Top Front (Hor.) of the stage truss, as displayed in the following examples.

## Concert Stage Sponsorships:



### Sponsorship Options

FESTIVAL TITLE SPONSOR  
PRESENTING SPONSOR  
SUPPORTING SPONSOR  
MEDIA SPONSOR

### Banner Logo Sizes

4x12'  
4x6'  
2x4'  
2x4'

### Sponsorships Available

1  
2  
6  
4

# Title Sponsor:

- Exclusive sponsor from your industry
- Name titled to the festival.
- First "Right of Refusal" for Title Sponsorship annually
- Corporate acknowledgment on all festival print marketing materials including event banners, posters, and festival T-shirts.
- Corporate name and logo on all promotional and advertising materials produced.
- Inclusion in press and other media releases (print ads, radio, television, social media and online).
- Logo displayed on front cover of the festival sponsorship guide.
- Corporate logo on the ALF website with link to sponsor site
- Sponsor logo displayed on festival website for the entire year.
- Corporate logo on the ALF e-mail blasts
- ALF social media mentions
- Title Sponsorship acknowledgment on all live and prerecorded TV/Radio commercials. (Minimum 250 on-air mentions)
- Opportunity to be interviewed via radio and television to endorse event and/or promote sponsor's products and services.
- (6) 60 second commercials (Content provided by sponsor).
- Sponsor placement at the center of the Concert Stage banner
- On-stage recognition & interview by MC during festival
- Opportunity to address the crowd, along with option to throw merch from the stage.
- Assigned tent space (if previously agreed).
- Access (10) to the VIP Tent for the concert. (VIP Tent includes free catered food and drinks, and a partitioned seating area.)
- (10) Annual LifeFest T-shirts
- 2 on-site parking passes

# Presenting Sponsor:

- Corporate acknowledgment on festival T-shirts.
- Logo on all promotional and advertising materials produced.
- Inclusion in press and other media releases (print ads, radio, television, social media and online).
- Logo displayed on front cover of the festival sponsorship guide.
- Corporate logo on the ALF website with link to sponsor site
- Sponsor logo displayed on festival website for the entire year.
- Corporate logo on the ALF e-mail blasts
- ALF social media mentions
- Opportunity to be interviewed via radio and television to endorse event and/or promote sponsor's products and services.
- (3) 60 second commercials (Content provided by sponsor).
- Sponsor placement at the Top Front (H) of the Stage banner
- On-stage recognition & interview by MC during festival
- Access (4) to the VIP Tent for the concert. (VIP Tent includes free catered food and drinks, and a partitioned seating area.)
- (4) Annual LifeFest T-shirts

# Supporting Sponsor:

- Logo on all promotional and advertising materials produced.
- Logo displayed on front cover of the festival sponsorship guide.
- Sponsor logo displayed on festival website for the entire year.
- Sponsor placement on the Front Side (V) of the Stage banner
- On-stage recognition during event by MC.
- Access (2) to the VIP Tent for the concert. (VIP Tent includes free catered food and drinks, and a partitioned seating area.)
- (2) Annual LifeFest T-shirts.

\$10,000

\$8,000

\$2,500



## KIDS ZONE

### Kids Zone Presenting Sponsorships:

- LifeFest Egg Scavenger Hunt Sponsorship
- Water Fight Sponsorship
- Gaming Prizes Sponsorships
- Inflatable Jumps & Bounce Houses Sponsors

## SNACK STATION

### Snack Station Presenting Sponsorships:

- Food & Product Supply Sponsorship
- Soft Drink Beverage sponsorship
- Ice Cream Vendor



## FACE PAINTING STATION

### Face Painting Presenting Sponsorship

# KID'S ZONE



The ALF Kid's Zone features an egg scavenger hunt, bounce house inflatables, a water fight, a face painting station, carnival-like games & prizes, interactive hands-on activity stations, and various other activities that fill the area for kids of all of ages to enjoy.

## Naming Sponsor: \$5,000

## Scavenger Hunt Sponsor

Sponsors 1,000 prize filled plastic eggs. Like a box of Cracker Jacks, each egg is filled with any combination of the following:

- Candy
- A Hidden Prize
- A Free Gift Certificate to a special place
- Small Gift Card for Free Snow Cone
- Free Movie Passes
- Small Gift Card to Your Business
- Etc.



## Sponsorship: \$1,000

# Water Fight Sponsor

This is NOT for the weary. You'd better be ready for an EPIC BATTLE because there is ABSOLUTELY NO PRISONERS being taken!!!

IT'S ALL LOVE...RIGHT?!!!

Sponsorship:  
**\$1,000**



# Gaming Prize Sponsor

Carnival-like games require carnival-like prizes!

Sponsorship:  
**\$1,000**



# Inflatables Sponsor

The ALF Kid's Zone includes inflatable slides, castles, and interactive inflatable games such as Football Throw, Hot Shooter Basketball, Toxic Meltdown, Triple Lane Bungee Run.

There are also inflatable obstacle courses such as the Mini Wipe Out Run, that allow for participants to compete against one another.

They showcase various features such as pop-up obstacles, climbing areas, slides, and tunnels. The inflatable obstacle courses are the best choice for very large events like the ALF Kid's Zone because participants move through them very quickly.

**Sponsorship:**  
**\$3,000**

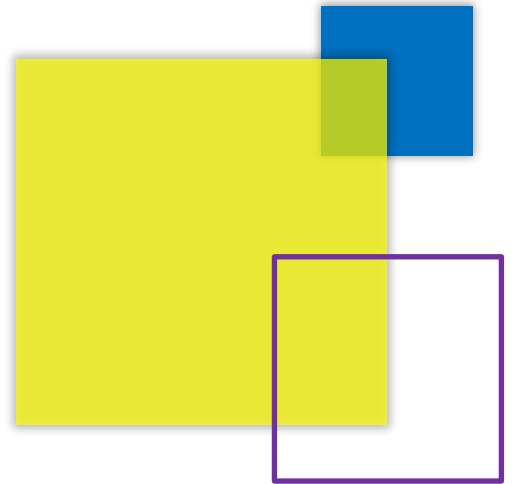




# FACE PAINTING STATION

Located directly next to the Kids Zone, the Face Painting Station features a space designated to provide free face painting for children (and adults) during the festival.

**Naming Sponsor: \$2,000**



# SNACK STATION

The ALF Snack Station features a sponsorship for an Ice Cream Vendor. It will also require a food supply & equipment sponsor, as well as a beverage manufacturing sponsor for the FREE hot dogs, nachos, and soft drinks.

**Naming Sponsor: \$2,000**



# ALF TENT SPONSORS

ALF Tent Sponsorships include exclusive “Tent Naming” benefits and additional features such as:

- Retractable banner stand by the tent being sponsored (yours to keep after event)
- Branded table runner (yours to keep after event)
- An area at the tent site for meeting and speaking with potential customers
- Handing out samples and/or literature to potential customers
- Mention in the concert stage’s public address announcements.



BRANDED TABLE RUNNER EXAMPLE

TENT SPONSORSHIP  
RETRACTABLE BANNER STAND  
EXAMPLE

## Tent Naming Opportunities:

- 10'x30' VIP/Hospitality Tent
- 10'x20' Medical Tent
- 10'x20' Massage Tent
- 10'x10' Dispatch Tent
- 10'x10' Merchandise Tent

Naming Sponsor: \$2,000 ea.

Per venue guidelines, no banners, signs, or other event advertisements may be hung from trees, buildings, fencing, or any public art pieces. Only free-standing banners or banners hung from the stage truss are allowed.



# FOOD TRUCK ALLEY & FOOD TENT CITY

Each Food Vendor chosen by the ALF Planning Committee and appointed as an Official ALF Sponsored Food Vendor will each be responsible for feeding a total of ten volunteer workers each, by providing \$100 worth of in-kind meals, utilizing ALF meal tickets called "Life Bucks" (\$10 value each). The \$100 worth of in-kind meals will be recorded as a \$100 non-profit donation used by the vendor as a tax deduction.



ALF Food Truck & Food Tent Vendors are carefully selected, to provide a safe variety of quality and unique food for our guests.

We will always strive to keep a diverse menu and are always looking for local, exciting cuisine with fresh quality ingredients.



## Naming Sponsor: \$2,000 ea.

### Food Truck & Food Tent Vendor Examples:

- Bar B Q
- Fried Chicken & Seafood
- Burgers & Fries
- Po Boys
- Jambalaya
- Fried Turkey Legs
- Boiled Crawfish

# The 2026 Annual LifeFest Sponsorship Activations



## LIFEFEST SOUND STAGE

4x12' Banner Placement (1) - LIFEFEST TITLE SPONSOR

4x6' Banner Placement (x2) - PRESENTING SPONSOR

2x4' Banner Placement (x6) - SUPPORTING SPONSOR

2x4' Banner Placement (x4) - MEDIA SPONSOR

## LIFEFEST KIDS ZONE

### NAMING SPONSOR

Inflatable Jumps & Bounce Houses Sponsor

LifeFest Scavenger Hunt Sponsorship

Water Fight Sponsorship

Gaming Prizes Sponsorship

## FACE PAINTING STATION

### NAMING SPONSOR

Airbrush Tattoo, Balloon Animals, Face Painting

## LIFEFEST SNACK STATION

### NAMING SPONSOR

Food & Product Supply Sponsorship

Beverage Sponsorship (Soft Drinks & Water)

Ice Cream Vendor Sponsorship

## VENDOR VILLAGE

### NAMING SPONSOR

10'x30' VIP/Hospitality Tent

10'x20' Medical Tent

10'x20' Dispatch Tent

10'x10' Massage Tent

10'x10' Merchandise Tent

Small Business Vendor Stations

## FOOD TENT CITY

### NAMING SPONSOR

Food Tent Vendors

## FOOD TRUCK ALLEY

### NAMING SPONSOR

Food Truck Vendors

## Partnership Programs

The Annual LifeFest offers partnering sponsors unique opportunities to customize their interaction with attendees and the surrounding communities.

Corporate sponsors can tailor their participation to increase visibility and spotlight their brand.

### Sample Partnership Programs:

- Product Sampling
- Sponsor cross-promotion opportunities
- Exposure through additional and/or future events promoting the Annual LifeFest
- Additional exposure and other promotional opportunities through marketing phase leading up to the Annual LifeFest.
- Additional exposure and other promotional opportunities through marketing throughout the entire year leading up to the Annual LifeFest.

# The 2026 Annual LifeFest

## SPONSORSHIP BENEFITS



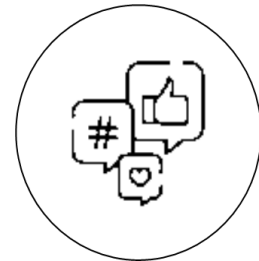
SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:



Your company will be designated as an Official Sponsor of this year's Annual LifeFest and your logo will be displayed on the festival's website for the entire year



You will be recognized as a Participating Sponsor on this year's Annual LifeFest promotional materials and appropriate signage



Your logo will be included on select social media messages (Facebook and Instagram) and email blasts to the Annual LifeFest's top targeted list of prospects.

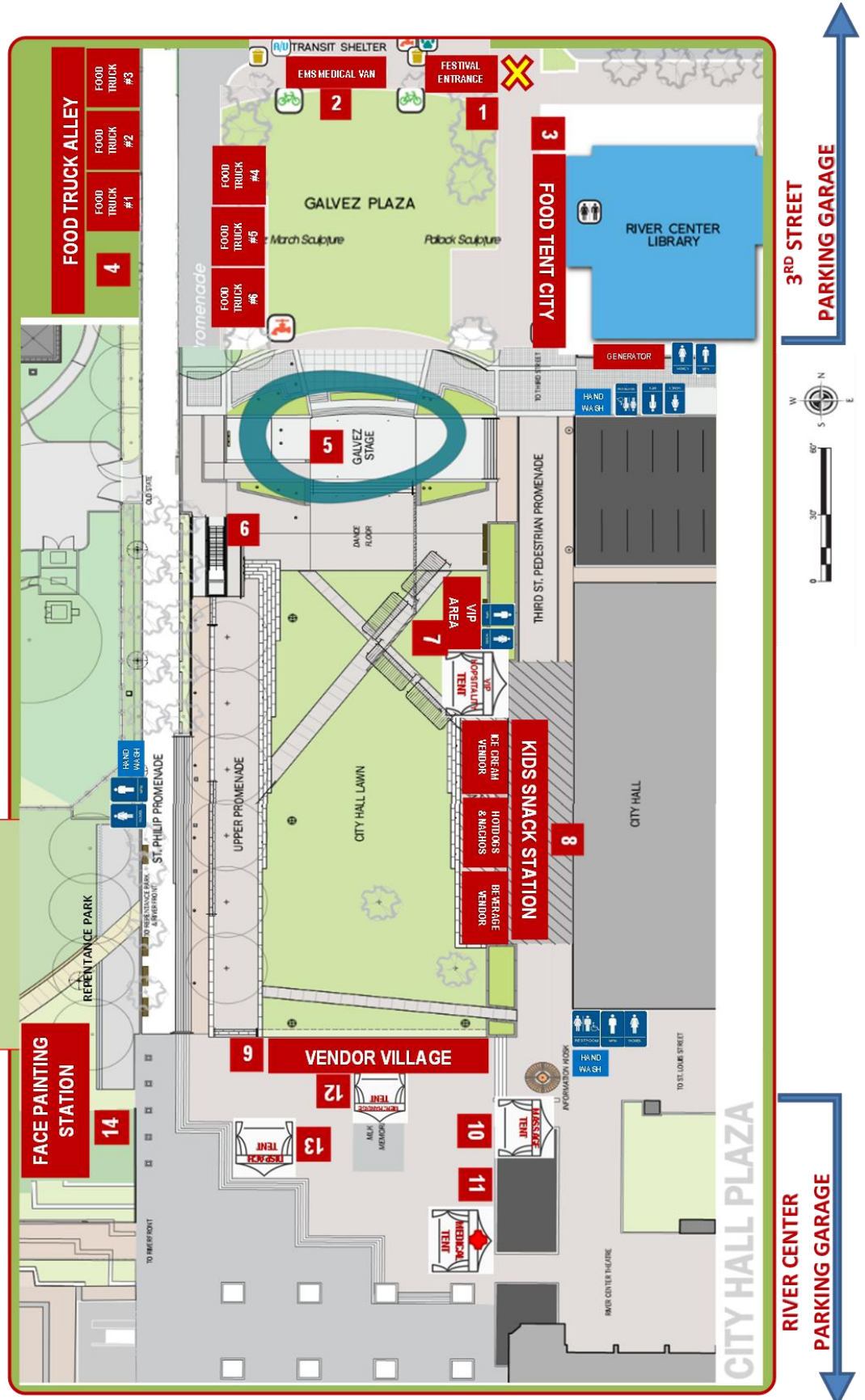
- Acknowledgment of your company as an Official Sponsor of this year's Annual LifeFest in our radio commercial campaign on the stations of our Radio Broadcasting Media Sponsor which includes Q106.5, Max 94.1, Classic Hits 103.3 and WXOK (These popular stations reach over 325,000 listeners each week.)
- Mentions during live interviews with DJ Incredible (Q106.5) and LaTangela Sherman (Max 94.1) to air the entire week of the event between 12p-1p
- Mentions within the festival's extensive social media campaign post to all radio stations Facebook and Instagram pages 85,000 impressions (number of times the ad will be seen)
- Geofencing: Digital marketing that will serve our ads on mobile devices on all market station social posts (35,000 people/175,000 Impressions)
- Acknowledgement via online ads to air between 8a-8p, Mon thru Fri on q106dot5.com and max94one.com



Acknowledgment of your company as an Official Sponsor of this year's Annual LifeFest in our TV commercials with our TV Media Sponsors which includes WAFB | WBRZ | WGMB-TV | WVLA-TV | WBRL-TV | KZUP-TV



# THE ANNUAL LIFESTEST 2026 SITE PLAN



ASSIGNMENT AREAS	ZONES	ASSIGNMENT AREAS	ZONES	ASSIGNMENT AREAS	ZONES
Welcoming/Information Area	1	Prayer Area	6	Medical Tent	11
EMS Medical Van	2	VIP Area / Hospitality Tent	7	Merchandise Tent	12
Food Tent City	3	Kids Snack Station	8	Festival Dispatch	13
Food Truck Alley	4	Vendor Village	9	Face Painting Station	14
Galvez Concert Stage	5	Massage Tent	10	Kids Zone	15



# THE 2026 ANNUAL LIFE FEST SPONSORSHIP AGREEMENT

SPONSOR COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE (        ) \_\_\_\_\_ - \_\_\_\_\_ FAX (        ) \_\_\_\_\_ - \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

DAY OF EVENT CONTACT \_\_\_\_\_

DAY OF EVENT PHONE (        ) \_\_\_\_\_ - \_\_\_\_\_

DAY OF EVENT E-MAIL \_\_\_\_\_

### FORM OF PAYMENT

Check       Visa       MasterCard

CREDIT CARD # \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ EXP. \_\_\_\_\_ / \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Payment due with signed contract.

**Make check payable to "NEW HEIGHTS BMC Holdings, LLC" (Memo Line: The 2026 ALF Sponsorship)**

#### MAIL FORMS AND CHECK TO:

**NEW HEIGHTS BMC Holdings, LLC**  
412 N. 4<sup>th</sup> Street, Suite 100-A  
Baton Rouge, Louisiana 70802  
**Attn: The 2026 ALF Sponsorship**

#### E-MAIL LOGO ART TO:

**sponsorships@annuallifest.com**  
Logo art should be in *hi-res vector format*  
(such as .ai or .pdf) so that we can scale  
your logo across all appropriate media.

**PLEASE READ, SIGN,  
AND SEND ATTACHED  
TERMS & CONDITIONS  
ALONG WITH PAYMENT  
& THIS FORM**

SPONSOR SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### YOUR SPONSORSHIP REPRESENTATIVE

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

*For further information, please contact the ALF Production Coordinator,  
at (225) 960-4786 or [sponsorships@annuallifest.com](mailto:sponsorships@annuallifest.com)*

**PLEASE PLACE A "✓" IN THE APPROPRIATE SPONSORSHIP BOX BELOW**

NOTE: Blackened sponsorship boxes mean sponsorship is no longer available.



The 2026 ALF Sponsorship Activations	Sponsorship
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## LIFE FEST SOUND STAGE

<input type="checkbox"/>	<b>TITLE SPONSOR:</b> 4x12' Stage Banner Placement (1)	<b>\$10,000</b>
<input type="checkbox"/>	<b>PRESENTING SPONSOR:</b> 4x6' Stage Banner Placement (2 Available)	\$8,000 ea.
<input type="checkbox"/>	<b>SUPPORTING SPONSOR:</b> 2x4' Stage Banner Placement (6 Available)	\$2,500 ea.
<input type="checkbox"/>	<b>MEDIA SPONSOR:</b> 2x4' Stage Banner Placement (4 Available)	\$5,000 ea.

## KIDS ZONE

<input type="checkbox"/>	<b>NAMING SPONSOR: KID ZONE</b>	<b>\$5,000</b>
<input type="checkbox"/>	Inflatable Jumps & Bounce Houses Sponsorship:	\$3,000
<input type="checkbox"/>	LifeFest Scavenger Hunt Sponsorship:	\$1,000
<input type="checkbox"/>	Water Fight Sponsorship:	\$1,000
<input type="checkbox"/>	Gaming Prizes Sponsorships:	\$1,000

## FACE PAINTING STATION

<input type="checkbox"/>	<b>NAMING SPONSOR:</b>	<b>\$2,000</b>
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## SNACK STATION

<input type="checkbox"/>	<b>NAMING SPONSOR:</b>	<b>\$2,000</b>
<input type="checkbox"/>	Food & Product Supply Sponsorship:	\$500
<input type="checkbox"/>	Beverage Sponsorship (Soft Drinks & Water):	\$500
<input type="checkbox"/>	Ice Cream Vendor Sponsorship:	\$500

## VENDOR VILLAGE

<input type="checkbox"/>	<b>NAMING SPONSOR:</b>	<b>\$2,000</b>
<input type="checkbox"/>	<b>NAMING SPONSOR:</b> 10'x30' VIP Area/Hospitality Tent	\$1,000
<input type="checkbox"/>	<b>NAMING SPONSOR:</b> 10'x20' Medical Tent	\$500
<input type="checkbox"/>	<b>NAMING SPONSOR:</b> 10'x20' Dispatch Tent	\$500
<input type="checkbox"/>	<b>NAMING SPONSOR:</b> 10'x10' Massage Tent	\$500
<input type="checkbox"/>	<b>NAMING SPONSOR:</b> 10' x10' Merchandise Tent	\$1,000
<input type="checkbox"/>	Small Business Vendors (1 – 6)	\$100 ea.

## FOOD TENT CITY

<input type="checkbox"/>	<b>NAMING SPONSOR:</b>	<b>\$2,000</b>
<input type="checkbox"/>	Food Tent Vendors (A – H)	\$200 ea.

## FOOD TRUCK ALLEY

<input type="checkbox"/>	<b>NAMING SPONSOR:</b>	<b>\$2,000</b>
<input type="checkbox"/>	Food Truck Vendors (1 – 6)	\$200 ea.

# The 2026 ALF SPONSORSHIP TERMS AND CONDITIONS

Pursuant to the terms described below, you (“you” or “Sponsor”) agree to enter into a sponsorship agreement with Abundant Life Christian Center (“ALCC”) of Baton Rouge for the April 04, 2026, Annual LifeFest (“ALF”).

In consideration of the agreements, representations and obligations stated here, including those in the ALF Sponsorship Guide, which is part of this agreement, (collectively the “Sponsorship Agreement”) — and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—each of us, intending to be legally bound, have entered into this Sponsorship Agreement,

**1. TERM:** The term of the Sponsorship Agreement commences on the date signed by Sponsor (the “effective date”) and shall expire on April 05, 2026 (the “Term”).

**2. SPONSORSHIP FEE:** As an ALF Sponsor of the, or for the

\_\_\_\_\_,  
the Sponsor shall pay the ALF a non-refundable sponsorship fee of \$\_\_\_\_\_, payable within thirty (30) days of the effective date. Payments shall be made in US dollars, by check made payable to “NEW HEIGHTS BMC Holdings, LLC” or credit card (information supplied on signed “Sponsorship Agreement”) and mailed or delivered to NEW HEIGHTS BMC Holdings, LLC, located at 412 N. 4th Street, Suite 100-A, Baton Rouge, Louisiana 70802.

**3. ADVERTISING AND SPONSORSHIP BENEFITS:** The Sponsor will receive the benefits attributable to chosen sponsorship activation, as set forth in the Sponsorship Guide.

**4. SIGNAGE:** Except as otherwise agreed by the parties, Sponsor shall be responsible for any and all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any signage at the ALF. ALCC may reject, in its reasonable discretion, any signage or element thereof that it deems unsuitable in content or format for the space designated to Sponsor.

**5. SPONSOR MATERIALS:** Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video, or other materials used or provided by Sponsor in connection with this Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).

**6. SPONSOR PERSONNEL:** Sponsor shall ensure that all Sponsor personnel will follow the rules and instructions provided by representatives of ALCC, on site at the ALF or otherwise, in connection with this Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).

**7. FORCE MAJEURE:** Sponsor acknowledges and agrees that the ALF is subject to cancellation in the event of inclement weather, or other *force majeure* event, as determined in the reasonable discretion of ALCC. Accordingly, any sponsorship benefits to be provided on the day of the ALF may be withdrawn in the event that the ALF is canceled. ALCC shall have no liability to Sponsor in the event of such cancellation of ALF, and **no portion of the Sponsorship Fee shall be refunded.**

**8. INDEMNIFICATION:** Sponsor agrees to indemnify, defend and hold harmless ALCC and its directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage. Sponsor further agrees to reimburse any ALCC indemnitee for any and all losses, damages, liabilities, costs, or expenses (including reasonable attorneys’ and professionals’ fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether or not pending or threatened, and whether or not any ALCC Indemnatee is a party).

**9. INSURANCE:** [Applies ONLY to sponsors that will have a display or booth at the festival site. Disregard this section if it does not apply.] Sponsor warrants and represents that it has (or will secure prior to the ALF) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term:

(a) Workers’ compensation insurance in compliance with statutory laws.

(b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate.

(c) Umbrella liability insurance, in excess of (b) above, with minimum limits of \$2 million per occurrence and \$2 million general aggregate.

**10. MISCELLANEOUS.** In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid, illegal, or unenforceable, the affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

(continued on next page)

## The 2026 ALF SPONSORSHIP TERMS AND CONDITIONS (CONTINUED)

(continued from previous page)

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations, and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute one and the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

### ACCEPTED FOR THE SPONSOR

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### FOR ABUNDANT LIFE CHRISTIAN CENTER of BR

Signature: \_\_\_\_\_

Name: Virgil Smothers

Title: ALF Production Coordinator



Virgil Smothers  
NEW HEIGHTS BMC  
ALF PRODUCTION COORDINATOR  
Ph: (225) 960-4786  
[sponsorships@annuallifest.com](mailto:sponsorships@annuallifest.com)



For more information or  
additional branding opportunities,  
visit our site at  
[www.annallifest.com](http://www.annallifest.com)

*To customize a plan  
that works for you,  
please contact:*

**Virgil Smothers**  
**CEO, NEW HEIGHTS BMC**

*ALF Production Coordinator/Business Development Consultant*

*NEW HEIGHTS Business Marketing Consultants*

*Company Phone: (225) 960-4044*

*Direct Line: (225) 960-4786*

*[vsmothers@newheightsbmc.com](mailto:vsmothers@newheightsbmc.com)*

*[www.newheightsbmc.com](http://www.newheightsbmc.com)*



14 If my people,  
which are called by my name,  
shall humble themselves,  
and turn from their wicked ways;  
and pray, and seek my face,  
then will I hear from heaven,  
and will forgive their sin,  
and will heal their land.

**-2 Chronicles 7:14**  
(King James Version)

