

PRESENTED BY



26+

PARTICIPATING  
VENDORS

\$44,000  
RAISED



SPONSOR PACKAGE



MARCH 22, 2026 1-5PM

1000+  
EVENTGOERS



PRESS

- The Advocate
- Visit Baton Rouge
- 225 Magazine
- BR Proud
- WAFB
- WBRZ
- Country Roads Magazine
- Yahoo!life

BY THE NUMBERS 2023-2025



Taste of Mid City, presented by Franklin Associates & The Executive Center, is a **food festival with a cause**. The annual event brings the city's favorite eateries together at The Executive Center every Spring to **celebrate the food and culture hub of Baton Rouge, Mid City**, while making a lasting **impact in the community!**



Come out and be a part of Baton Rouge's tastiest tradition while **supporting Kids' Orchestra!**

Sincerely,

The Taste of Mid City Team





Kids' Orchestra has been providing afterschool meals, personal development, and music instruction to children in South Louisiana for **15** years. Last school year, our students received **52,830** contact hours of individual instruction, **14,131** healthy meals or snacks, and engaged a total of **31,516** individuals at community and sporting events. We also employ **114** contract Teaching Artists and school site staff providing workforce development and supplemental income for university music majors and professional musicians and educators.



**14,131**

**Total Snacks  
Provided**



**320**

**Total Hours of  
SEL Lessons**



**1,800**

**Students  
Served**



**84**

**Private Lesson  
Students**



## KO Students Outperform Their Peers

**+29**

Points higher scoring on  
LEAP test scores compared  
to non-KO students

**+10%**

Average increase in  
ELA performance

**+7%**

Average increase in  
Math performance



# 2024-2025 IMPACT



# 2026 SPONSORSHIP LEVELS

## EXECUTIVE (1) - \$10,000

- 14 Event tickets
- 1 Judge's spot on the TOMC judges panel
- Included on all promotional materials
- 2 minute speaking opportunity during day of event
- Logo on t-shirt
- Listed as Executive Sponsor on posters, flyers, and Taste of Mid City web page
- Invitation to all media appearances for TOMC
- 2 full social media posts on Facebook and Instagram-Included on FA and selected NP Platforms
- Bio or company profile listed on web page

## PLATINUM (1) - \$5,000

- 12 Event tickets
- Included on all promotional materials
- 2 minute speaking opportunity during day of event
- Logo on t-shirt
- Listed as Executive Sponsor on posters, flyers, and Taste of Mid City web page
- Option for media appearance (news, radio, etc.)
- 2 full social media posts on Facebook and Instagram-Included on FA and selected NP Platforms
- Bio or company profile listed on web page

## GOLD (4) - \$3,500

- 8 Event tickets
- Included on all promotional materials
- Logo on t-shirt
- Listed as Gold Sponsor on posters, flyers, and Taste of Mid City web page
- 1 full social media posts on Facebook and Instagram - Included on FA and selected NP Platforms

## SILVER (8) - \$2,500

- 6 Event tickets
- Included on all promotional materials
- Logo on t-shirt
- Listed as Silver sponsor on posters, flyers, and Taste of Mid City web page
- 1 full social media posts on Facebook and Instagram - Included on FA and selected NP Platforms

## WRISTBAND SPONSOR (1) - \$2,000

- 4 event tickets
- Logo on all wristbands
- Logo on t-shirt
- Listed as Wristband sponsor on posters, flyers, and Taste of Mid City web page

## STAGE SPONSOR (1) - \$2,000

- 4 event tickets
- Logo displayed on stage
- Logo on t-shirt
- Listed as Stage sponsor on posters, flyers, and Taste of Mid City web page

## TENT SPONSOR (3) - \$2,000

- 4 event tickets
- Logo displayed near event entrance
- Logo on t-shirt
- Listed as Tent sponsor on posters, flyers, and Taste of Mid City web page



**Scan the QR code to register!**

For additional information, please contact: [Hannah@franklinassociates.com](mailto:Hannah@franklinassociates.com)  
or visit our website: [TasteofMidCityBR.com](http://TasteofMidCityBR.com)