



Second Line Tuesday Dates

**JOIN PENSACOLA MARDI GRAS AND MULTIPLE
KREWES FOR WEEKLY SECOND LINES IN BRINGING
THE SPIRIT OF MARDI GRAS TO PENSACOLA!**

**EVERY TUESDAY BEGINNING AT 5:30 PM DURING THE 2027 MARDI GRAS SEASON, PALAFOX STREET COMES ALIVE
WITH A FESTIVE SECOND LINE FEATURING A LIVE BRASS BAND AND COSTUMED MARDI GRAS KREWES. THE
PROCESSION CREATES AN AUTHENTIC MARDI GRAS ATMOSPHERE, DRAWING LOCALS AND VISITORS TO ENJOY THE
MUSIC, ENERGY, AND NEARBY BUSINESSES.**

JANUARY 5, 2027

**THE SECOND LINE WILL START AT A DIFFERENT LOCATION
EACH WEEK—SPREADING FOOT TRAFFIC, VISIBILITY, AND
CELEBRATION THROUGHOUT PENSACOLA.**

JANUARY 12, 2027

JANUARY 19, 2027

JANUARY 26, 2027

FEBRUARY 2, 2027



Second Line Tuesdays Sponsorship

\$3,000

- COMPANY LOGO ON PENSACOLA MARDI GRAS SECOND LINE EVENT PAGE
- LOGO ON ALL DIGITAL MEDIA PROMOTING THE DATE OF THE CHOSEN SECOND LINE
- COMPANY TO BE DISPLAYED ON ALL-SPONSOR BANNERS DISPLAYED IN PERSON AND DIGITALLY THROUGHOUT THE SEASON
- RECOGNITION AS A SECOND LINE SPONSOR AT THE MARDI GRAS MAMBO (2/4/27)
- 2 VIP TICKETS TO THE KICK OFF CELEBRATION AND GRAND MARDI GRAS PARADE VIEWING AREA
- SOCIAL MEDIA SHOUTOUT
- LOGO ON SIGNAGE AT THE FRONT OF THE CHOSEN SECOND LINE
- 50 HANDKERCHIEFS PROVIDED BY PMG TO DISTRIBUTE AMONGST SPONSOR PARTICIPANTS
- IN-PERSON SPONSOR RECOGNITION AT THE FAT TUESDAY CELEBRATION (2/9/27)

AUTHORIZED SIGNATURE: _____

AUTHORIZED SIGNATURES NAME: _____

SPONSOR COMPANY NAME: _____

SECOND LINE DATE(S) COMMITTED TO: _____

