



Krewe de Etoilles
founded 2013
Dallas Metroplex



Gala 2016 MASQUERADE BAL

Dallas Mardi Gras **IT'S A ZOO**

JANUARY 30TH
THE BOMB FACTORY
7:30PM - 1:30AM

INTRODUCING AUTHENTIC MARDI GRAS TO DALLAS, TEXAS





Krewe de Étoiles

2016 Gala Masquerade Bal

Theme: "Dallas Mardi Gras, It's A Zoo"

As Captain I of Krewe de Etoiles, the Dallas Metroplex's first authentic Mardi Gras Krewe, it gives me much pleasure and excitement in requesting your consideration to participate at one of the sponsorship levels, for our January 30, 2016 Gala Masquerade Mardi Gras Bal. The Inaugural theme for the January 30, 2016 Bal is, "Mardi Gras Dallas, It's A Zoo."

Our 2016 chosen charities are *Operation Smile* and *Community Partners of Dallas*. *Operation Smile* is an international organization of dedicated Medical volunteers who perform corrective surgeries for children with cleft palates and cleft lips worldwide. *Community Partners of Dallas*, mission is to ensure safety, restore dignity and inspire hope for the abused and neglected children served by Dallas County Child Protective Services.

You would be correct if you are thinking that there will be awesomely breathtaking donnings of costumes and masks, as well as, tuxedos and gorgeous gowns indicative of the theme, along with beads, music, theatrics, and trappings that will add to this invigorating theme. This will be an archival moment for the Dallas' Metroplex, as every moment will reflect Mardi Gras authenticity that you will want to behold for yourself.

Please know that you will find that not only will it be a wonderfully, spectacularly, unphathomable, gala experience, it shall be civically responsible and rewarding to the community as well. Krewe de Etoiles will lend its support through a contribution to several charitable causes, and will promote awareness of those charities as well. Krewe de Etoiles (Krewe of the Stars) members will visit schools and hospitals to share the Mardi Gras experience with students and patients, while wearing our official secondline jackets and sharing dubloons and beads.

If you've ever attended an official Mardi Gras Bal, you know that it is a "you gotta be there moment," because you will not be able to find words to describe the awe experience to anyone who is missed out.

Krewe de Etoiles is a Krewe with a limited and coveted membership, and will present a Captain, King, Queen, and Court every year at its Gala Masquerade Bal. Throughout the year, various activities will be promoted by the membership, with the annual Bal, being the anticipated crown jewel.

We would appreciate the opportunity to share more information with you, should you be inclined to participate. You will be a Mardi Gras expert before you know it.

By the way, *Laissez les bon temp rouler, is a most popular saying during Mardi Gras, and simply put, it declares, "let the good times roll."*

Graciously,





Krewe de Étoiles

GALA MASQUERADE BAL 2016

OUR MISSION

The Mission of Krewe de Etoiles is to effectively, with authenticity, share with the Dallas Metroplex, the profoundly unique culture, ambiance and the unmatched, vibrantly, colorful spirit of the Mardi Gras season via a bouquet of artful theatricals, punctuated with a Texas twist. It is also the intent of this Krewe, to bring awareness to those civic and social issues and causes deemed worthy including, education; scholarship; health; domestic violence and quality of life.

THE HISTORY OF MARDI GRAS

Mardi Gras, French for Fat Tuesday, and is synonymous with unimagined revelry before Ash Wednesday, the first day of Lent. The official Mardi Gras Season of Festivities begins annually on January 6, known as the Feast of the Epiphany, Twelfth Night or Three Kings' Day. Mardi Gras has long been a time of extravagant fun for Europeans, with much of the Mardi Gras celebrations mimicking the over-the-top revelry template of ancient Romans.

OUR HISTORY

It was Christmas 2011, as Annia Jenkins, originally from Louisiana, hosted her family at her first Christmas in her new home in Dallas. The conversation transitioned into the upcoming Mardi Gras season, and how awesome it would be to introduce the Dallas Metroplex to an authentic Mardi Gras celebration and festivities through the facilitation of its first authentic Krewe. Annia (pronounced Ah'nah) discussed how many of her friends in Dallas had never experienced Mardi Gras at any level, and how they would question her about Mardi Gras. They would ask what it was all about, and why it is celebrated. It was around that table that the idea of starting an official Krewe, and bringing the true spirit of Mardi Gras, full-fledged, to the Dallas Metroplex had its birth.

Annia eventually vetted the idea to other friends, many of whom were from Louisiana but now lived in Dallas Metroplex. In 2013 Annia, having decided an appropriate name for the Krewe, broached the idea to others whom had experienced Mardi Gras. She and family members would begin developing a written plan of execution that slowly but consistently progressed. A family member, Jeremy Cowthorn, a graphics designer, was summoned to join the krewe and create the logo and the ideas flowed into a Master Plan.

THE CREST

With the Texas Star being embossed on the hearts of many Texas enthusiasts, it reflects the 'why' for its prominent, bold, depiction in the Krewe de Etoiles official emblem. It goes without saying that the Fleur de Lis is certainly the single most recognizable symbol ever and is absolutely synonymous, and a necessary component, in the observance of the Mardi Gras season. The original crest was tweaked and re-tweaked, to conclude a crest that was most indicative of the spirit and excitement that is truly Mardi Gras.


Gala 2016
MASQUERADE BAL

Dallas Mardi Gras
IT'S A ZOO





2016 Sponsor Levels



VIP Table Package \$1500.00

10 tickets, one (1) premium bottle of libations, and all table guests receive a second-line umbrella and official Mardi Gras cup.

Corporate Table Sponsors \$2500.00

10 tickets, one (1) membership on Krewe for 1 year, all table guests will receive a second-line umbrella and official Mardi Gras cup, sponsors will be listed in/on all media advertisements, signage, etc. and will be feature listed on mega screen at Gala

Corporate Krewe Club Members (\$5000.00)

10 tickets, two (2) memberships on Krewe for 1 year, One (1) framed Lithograph of Official Themed Poster, all table guests will receive a second-line umbrella and official Mardi Gras cup, sponsor will be listed in/on all media advertisements, signage, etc., featured on mega screen at Gala, and a representative will be welcomed to the stage for a 2 minute greeting. Picture with Full Royal Court.

Corporate STAR (\$15,000.00 /up) *(In-Kind or Financial)*

Whatever the HELL you want to do!

(Well, almost, within what we deem reasonable, of course)



FAQ's



Q. What is History of Mardi Gras and what does it mean?

A. Mardi Gras, French for Fat Tuesday, and is synonymous with unimagined revelry before Ash Wednesday, the first day of Lent. The official Mardi Gras Season of Festivities begins annually on January 6, known as the Feast of the Epiphany, Twelfth Night or Three Kings' Day. Mardi Gras has long been a time of extravagant fun for Europeans, with much of the Mardi Gras celebrations mimicking the over-the-top revelry template of ancient Romans. In the United States, Mardi Gras draws millions of fun-seekers to New Orleans alone every year, not to mention other popular cities with noted festivities. Mardi Gras has been celebrated in New Orleans on a grand scale, with masked bals and colorful parades, since French settlers arrived in the early 1700s. New Orleans was established in 1718 by Bienville. By the 1730s, Mardi Gras was celebrated openly in New Orleans, but not with the parades we know today. In the early 1740s, Louisiana's governor, the Marquis de Vaudreuil, established elegant society balls, which became the model for the New Orleans and now, many other cities' Mardi Gras Gala Masquerade Bals of today. Across the world, many cities take pride in grande Mardi Gras celebrations and now in 2016, "Mardi Gras Dallas, It's A Zoo."

Q. What exactly is Mardi Gras?

A. By All Accounts, Mardi Gras, is the most awesome, magical, fun-filled, over-the-top, theatrically appointed, Gala you have ever experienced. It's not a party, it's a must witness for yourself experience.

Q. What are the Colors of the Mardi Gras Season?

A. Though Mardi Gras is celebrated with a bursting Kaleidoscope of vivid and vivaciously bold colors, the official Mardi Gras colors and their essence are purple, denoting justice; green, denoting faith; and gold, denoting power.

Q. What You Can Expect at the Krewe de Etoiles Gala Masquerade Bal?

A. Simply put, this over-the-top, off-the-chart gala is the grandest, most majestic and awe-inspiring evening of over-the-top production ever witnessed, and certainly ever attended. The atmosphere will pour profusely, fun, fun and more fun and festivities, flanked by the loveliness of "All Things Beautiful."

Q. What Does One Wear to a Gala Masquerade Bal?

A. The Gala Masquerade Bal is an elegant, grande, formal affair appropriate attire is, (evening gowns, any color or masquerade costumes [ladies] and tuxedos or masquerade costumes [men].

Q. Why do People Wear Masks (Masques), and should you?

A. Masks (Masques) are an integral part of the Mardi Gras culture. During early Mardi Gras celebrations, hundreds of years ago, masques were a way for their wearers to escape class constraints and social demands. A masque will add to your enjoyment, but it is not necessary. Masques also enhance the festive spirit of the evening, and the attire. Stick masques are easy, and can be carried, and placed on table when not needed. FYI: The official Masque Cam Krewe will be perusing, waiting to Instagram their choice of the evening's best masque, so don't be surprised if it's yours. Finally, for God sake, it's a Gala Masquerade Bal!!!

Q. What is The Tableau? (often spelled Tableaux)

A. The Tableau Masque portion of the formal evening is the time for presenting the Captain, and the King and Queen, and Royal Court in full regalia. It will feature dance troupes royal salutes and theatricals that will amaze the audience with great enjoyment. The splendor of the evening is truly realized during the Tableau Masque. All guests and attendees are called to their seats as the Tableau is about to be presented. The doors are to be closed and not reopened until end of Tableau, as this is the Krewe's official royal and anticipated presentation. Raise your arms, get your hands ready to catch, and your lungs ready to scream, "Hey, Throw me something Mister," and that's even if the thrower is a girl. (Some things you just don't try and change) This is the time when guests are so blown away by the beauty of the production, and a time when one finally says, 'OMG, so this is what Mardi Gras is all about.' After Tableau finishes, it time for dancing, second-line, music and grande partying. THIS IS MARDI GRAS, AT ITS BEST.

Q. Where and When is it Krewe de Etoiles Gala Masquerade Bal 2016?

A. A Press Conference will soon reveal a venue, date and theme, as well as, unveil the official themed poster.