

2017 LOTUS WORLD MUSIC & ARTS FESTIVAL

BUSINESS SPONSORSHIP

Every year, Bloomington comes alive for the annual **Lotus World Music & Arts Festival** – the flagship event of the non-profit Lotus Education and Arts Foundation.

Through Festival sponsorship, businesses advertise their commitment to the same principles that guide Lotus and that make Bloomington a great place to live: diversity, community, excellence, excitement, and a shared spirit of creativity.

More than 12,000 fans come from around town, across the state, and even across the country to enjoy great global music plus Bloomington's local shopping, restaurants, and hotels – generating a local economic impact of >\$500,000 on Festival weekend. The Festival also enjoys national media coverage.

Festival admissions cover just 50% of the full cost of Lotus programming. For the rest, Lotus depends on generous supporters like you to help bring the world to our neighborhood.

The Festival includes both free and ticketed events at multiple venues, offering Festival sponsors diverse opportunities for recognition.

What does Festival Sponsorship mean for you?

- You help Lotus fill our downtown streets with music and art from around the world, and you create multicultural experiences that are accessible to people of all ages, abilities, backgrounds, & incomes.
- You make a difference in the local economy and join a community of 100+ local businesses who are keeping Bloomington unique and vibrant through their support for the arts.
- You show your clients and customers – present and future – that you value one of their favorite events. Festival-goers tell us that they make a point of supporting businesses that support Lotus.
- You keep ticket prices low, plus help create 40+ hours of free Festival events. You also receive complimentary* tickets that can help you grow your business or reward top employees.

*[*at Spotlight Sponsor level and above]*

Sponsors access tens of thousands of “impressions” for their businesses through Lotus’s extensive publicity efforts in both local and regional markets, including:

- Festival “teaser” tabloid (11,500 dist. via HT + 5,000 dist. throughout region)
- Mailed postcard (2,500 distributed)
- Festival program (5,000 distributed)
- Festival poster (500 distributed)
- Lotus website (avg. 800+ visits per day leading up to the Festival)
- Lotus social media (Facebook- 5,700+ followers, Twitter- 2,900+ followers, Instagram- 600+ followers)
- Lotus monthly E-newsletter (~850+ subscribers)
- Press releases to extensive list of local, regional, and national media



**For more information on Festival sponsorship or to set up a payment plan, please contact:
Megan Hutchison, Development Director (megan@lotusfest.org) / (812) 336-6599 / lotusfest.org**

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The Festival is made possible by generous sponsors like YOU. Your underwriting covers nearly half of the costs of bringing the world to our community – thank you!

Spotlight (\$1,000- \$1,499) and higher:

- Sponsor logo featured in Festival program
- Sponsor logo on “teaser” Festival tabloid in the HeraldTimes
- Recognition in select stage announcements (frequency is commensurate with level of support)
- Year-round Lotus website logo & link
- Two complimentary Friday Festival passes
- Invitation to Patron event

Main Stage (\$1,500- \$2,499)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor name connected to support of a community Festival component (i.e., Lotus Arts Village, Festival Exhibit, etc.)
- Sponsor name on Festival poster
- Mentions/tags on Lotus social media

Benefactor (\$2,500- \$4,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Naming opportunity (shared) for a Festival performance tent/stage or concert (applies to cash sponsorships only)
- Recognition in most stage announcements
- Two complimentary Saturday Festival passes
- Sponsor logo on Festival poster
- Sponsor logo in Festival-related E-newsletters
- Mentions/tags on Lotus social media

Producer (\$5,000- \$9,999)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor name & logo displayed prominently on mailed postcard to 2,500 households
- Naming opportunity (exclusive) for a Festival performance tent/stage or concert (applies to cash sponsorships only)
- Recognition in most stage announcements
- Benefactor-level complimentary passes plus two passes to Thursday & Sunday concerts
- Sponsor listed in press releases
- Sponsor logo on Festival info kiosks
- Sponsor logo on Festival poster
- Sponsor logo in Festival-related E-newsletters
- Profile & mentions/tags on Lotus social media

Presenting (\$10,000+)

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor name & logo displayed prominently on mailed postcard to 2,500 households
- Sponsor banners in two Festival venues
- Sponsor name on all Festival wristbands (5,000 distributed)
- Top recognition in ALL stage announcements
- Producer-level complimentary passes plus two additional complimentary passes to each of the Thursday-Sunday Festival events
- Sponsor listed in press releases
- Sponsor logo on Festival info kiosks
- Sponsor logo on Festival poster
- Sponsor logo in Festival-related E-newsletters
- Profile & mentions/tags on Lotus social media

Lotus welcomes support at any level. **Community (up to \$749)** and **Collaborator (\$750-\$999)** sponsors receive a text listing in the Festival program and year-round on the Lotus website, and are acknowledged in select stage announcements. Collaborator Sponsors also receive an invitation to our Patron event.



Our mission: To create opportunities to experience, celebrate, and explore the diversity of the world's cultures, through music and the arts.