

2015 Lotus World Music & Arts Festival

September 24-27



Sponsorship Opportunities



Lotus A Bloomington Tradition



Every year, Bloomington comes alive for the annual **Lotus World Music and Arts Festival** — the flagship event of the nonprofit Lotus Education and Arts Foundation.

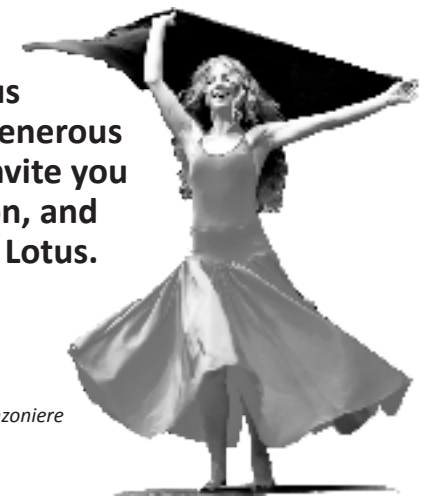
Established in 1994, Lotus is the oldest world music festival in the U.S. and the only festival of its kind in the state. Now in its twenty-second year, it attracts more than 12,000 people to downtown Bloomington annually, for four days of music and arts from around the globe. Fans come from across the country and throughout the state, generating a local economic impact of more than \$500,000.* Downtown restaurants and businesses, including hotels, report a significant uptick in business on Lotus weekend.

The Festival includes both free and ticketed events at multiple venues — providing a wide range of performances and other events for all ages, as well as offering Festival sponsors diverse opportunities for recognition.

Festival admission sales cover just 50% of the cost of the Festival. Lotus raises the rest through generous sponsors like you. We invite you to be part of our tradition, and help create the magic of Lotus.

* Based on figures derived from the Americans for the Arts Arts & Economic Impact calculator

Right: *Dancer with the Italian ensemble Canzoniere Grecanico Salentino*





What does Festival Sponsorship mean for you?

- You **join a community** of over 100 local businesses who are keeping Bloomington unique and vibrant through their support for the arts.
- You **access tens of thousands of “impressions”** for your business through Lotus’s extensive publicity efforts in both local and regional markets. Share the spotlight with a happening which is voted Bloomington’s Best Festival year after year!
- You show your clients, patrons, and customers – present and future – that you **value one of their favorite events**. Our Festival-goers tell us that they make a point of supporting businesses that support Lotus.
- You **make a difference in the local economy** when you become a Lotus partner – with your help, the Festival weekend attracts over 12,000 people annually who shop at local stores, eat at local restaurants, stay at local hotels, and patronize other businesses just like yours.
- You **open doors and make the world more inspiring** by underwriting Lotus’s free programs and free arts outreach that serves students, at-risk youth, seniors, and people in your community who are facing economic hardship.
- You **help keep Lotus ticket prices low and affordable** for everyone in the community to enjoy, and you receive complimentary* tickets that can help you grow your business – use them for employee perks, client thank-yous, in-store contests...or keep ‘em for yourself! [**at Spotlight Sponsor level and above*]
- You **advertise your 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.
- You **network** with Lotus donors, other business sponsors, and local arts lovers at Lotus’s annual Festival Patron reception.



The Lotus World Music & Arts Festival is made possible by **generous sponsors like you.**

Nearly half of the costs of the Lotus World Music & Arts Festival are covered by individual donors and corporate sponsors. Lotus has a range of sponsorship opportunities for you to choose from, including:

- Presenting** (\$10,000+)
- Corporate** (\$5,000- \$9,999)
- Benefactor** (\$2,500- \$4,999)
- Main Stage** (\$1,500- \$2,499)
- Spotlight** (\$1,000- \$1,499)
- Collaborator** (\$750- \$999)
- Community** (up to \$749)

**For more information on Lotus sponsorship, please contact:
Kristin Varella, Development Director (kristin@lotusfest.org)
PO Box 1667 / Bloomington IN 47402 / (812) 336-6599
lotusfest.org**

Above: Portland, Oregon’s March Fourth Marching Band leads a Lotus procession.

Presenting Sponsor (\$10,000+)

Exclusive to Festival Presenting Sponsor

- Sponsor banners displayed in two Festival venues
- Sponsor name on Festival wristbands (5,000 distributed)
- Sponsor recognized in all media advertising
- Option for customized sponsorship collaboration

Other Festival Benefits

- Sponsor logo on “teaser” Festival tabloid (10,000 distributed via HT; 5,000 distributed throughout region)
- Sponsor logo and business profile featured in Festival program (5,000 distributed)
- Sponsor logo on Festival poster (500 distributed)
- Sponsorship announced from all Festival stages (min. 40 mentions)
- Sponsor logo featured on Festival information kiosks
- Sponsor listed in press releases to regional and area media
- Four complimentary passes to each of the Thursday-Sunday Festival events
- Invitation to Festival Patron Reception
- Mentions on Lotus Social Media (Facebook- 4,600+ followers, Twitter- 2,100+ followers)
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements



Above: Lotus in the Park drumming workshop

Corporate Sponsor (\$5,000+)

Exclusive to Festival Corporate Sponsor

Sponsorship associated with **one** of the following:

- Sponsorship of a Festival opening concert (Wed. or Thurs.)
- Naming-rights sponsorship of a Festival performance tent/stage
- Customized sponsorship collaboration

Other Festival Benefits

- Sponsor logo on “teaser” Festival tabloid (10,000 distributed through HT; 5,000 distributed throughout region)
- Sponsor logo and business profile featured in Festival program (5,000 distributed)
- Sponsor logo on Festival poster (500 distributed)
- Sponsorship announced from Festival stages (min. 20 mentions)
- Sponsor name featured on Festival information kiosks
- Sponsor listed in press releases to regional and area media
- Two complimentary passes to each of the Thursday-Sunday Festival events
- Invitation to Festival Patron Reception
- Mentions on Lotus Social Media (Facebook- 4,600+ followers, Twitter- 2,100+ followers)
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements



Benefactor Sponsor (\$2,500+)

Exclusive to Festival Benefactor Sponsor

Sponsorship associated with **one** of the following:

- Shared sponsorship of a performance stage (Lotus in the Park*, etc.)
- Sponsorship of Sunday's World Spirit Concert*
- Presenting sponsorship of the Lotus Arts Village*
- Customized sponsorship collaboration

Other Festival Benefits

- Sponsor logo on "teaser" Festival tabloid (10,000 distributed through HT; 5,000 distributed)
- Sponsor name and business profile featured in Festival program (5,000 distributed)
- Sponsor name on Festival poster (500 distributed)
- Sponsorship announced from Festival stages (min. 10 mentions)
- Two complimentary Festival weekend passes
- Invitation to Festival Patron Reception
- Mentions on Lotus Social Media (Facebook- 4,600+ followers, Twitter- 2,100+ followers)
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements



** For descriptions of these Festival components, see back cover.*

Right: A Lotus volunteer works on a Festival Arts Village installation

Main Stage Sponsor (\$1,500+)

Exclusive to Festival Main Stage Sponsor

Shared sponsorship associated with **one** of the following:

- Lotus Arts Village*
- Ivy Tech Waldron Arts Center September Lotus Exhibit*

Other Festival Benefits

- Sponsor name on "teaser" Festival tabloid (10,000 distributed through HT; 5,000 distributed)
- Sponsor name and business profile featured in Festival program (5,000 distributed)
- Sponsor acknowledgement specific to event / venue
- Sponsorship announced from Festival stages
- Two complimentary Friday-night festival passes
- Invitation to Festival Patron Reception
- Mentions on Lotus Social Media (Facebook- 4,600+ followers, Twitter- 2,100+ followers)
- Year-round Lotus website recognition text and link (avg. 800+ daily visits in month prior to Festival)

** For descriptions of these Festival components, see back cover.*



Spotlight Sponsor (\$1,000+)

Exclusive to Festival Spotlight Sponsor

Shared sponsorship associated with **one** of the following:

- Lotus in the Park Art Camp*
- Festival CD Sampler*
- Volunteer Support*
- Patron Reception*
- Other events as scheduled

Other Festival Benefits

- Sponsor acknowledged in “teaser” Festival tabloid (10,000 distributed via HT; 5,000 distributed) in association with sponsored event
- Sponsor business profile featured in Festival program (5,000 distributed)
- Sponsor acknowledgement specific to event / venue
- Sponsorship announced from Festival stages
- Two complimentary Festival Friday-night passes
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition text and link during Festival (avg. 800+ daily visits in month prior to Festival)

* For descriptions of these Festival components, see back cover.



Above: A young artist at the Lotus in the Park arts camp tent

Collaborator Sponsor (\$750+)

- Sponsor name listed in Festival program (5,000 distributed)
- Sponsorship announced from Festival stages
- Invitation to Festival Patron Reception
- Lotus website recognition text & link during Festival (avg. 800+ daily visits in month prior to Festival)



Above: Pre-performance sound-check on a Festival stage

Community Sponsor (up to \$749)

Recognition commensurate with level of support.

Benefits may include:

- Sponsor name listed in Festival program (5,000 distributed)
- Sponsorship announced from Festival stages
- Lotus website recognition text & link during Festival (avg. 800+ daily visits in month prior to Festival)

2014 Festival Sponsors

Presenting Sponsors (\$10,000+)

Bloomingfoods
Indiana University

Corporate Sponsors (\$5,000- \$9,999)

BEAD – the Bloomington
Entertainment & Arts District
Bloom Magazine
Ivy Tech Community College
IU Office of the Provost and Executive
Vice President
Organized Living
Visit Bloomington

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

Chocolate Moose
Echo Park Studios
Beth Ellis, Realtor
IU Borns Jewish Studies Program
IU Inner Asian & Uralic National
Resource Center
IU Jacobs School of Music
IU Kelley School of Business
IU School of Global & International
Studies (SGIS)
IU School of Public & Environmental
Affairs (SPEA)
IU School of Public Health
Old National Bank
One World Enterprises / Pizza X
Soma/ Laughing Planet / Village Deli
Textillery Weavers
WhimMill

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

IU Auditorium
CFC, Inc.
Herald-Times Newspaper
Jeanne Walters Real Estate
IU Office of the Vice President for
International Affairs
Oliver Winery
Jill R. Reitmeyer, DDS on behalf of
Dental Care Center
Dr. Jason Simmonds, Pediatrician
Snorkel-Mart

Spotlight Sponsors (\$1,000- \$1,499)

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Bunger & Robertson
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C 3 Bar in Renwick Village Center
Cairril.com Design & Marketing
Dr. Lisa J. Baker DDS, of Baker Family
Dentistry, PC
French Lick Resort

Grease Monkey
Innovative Financial Solutions
IU Center for the Study of Global
Change (Global Center)
ISU – The May Agency
KEHE
Mann Plumbing, Inc.
Mectra Labs
Pictura Gallery
Ryder Magazine
WFHB
Jeremy T. Zeichner Charles Schwab &
Co., Inc.

Collaborator Sponsors (\$750- \$999)

Bloomington Iron and Metal, Inc
Greene & Schultz Trial Lawyers
Mallor Grodner Attorneys, LLP

Community Sponsors (up to \$749)

Cardinal Spirits
Dermatology Center of Southern IN
FC Tucker Realtors
GreenScapers, LLC
Huntington Law Office
Hurley Appraisals
INTo Art Magazine
IU African Studies
IU Collins Living-Learning Center
IU Credit Union
IU Dept of Central Eurasian Studies
IU Dept of French & Italian Studies
IU Dept of Germanic Studies
IU Dept of International Studies
IU Dept of Spanish and Portuguese
IU Dhar India Studies Program
IU East Asian Studies Center
IU Foster Global Village LLC
IU Institute for European Studies
IU Russian and East European Institute
Like Law Group LLC
MarDon Salon
Monroe County Commissioners Office
Karen Pitkin, Realtor, RE/MAX Realty
Professionals
Professional Development Group II,
Inc.
Relish
Royal Subaru
Sharp Designs
Smithville
SpringHill Suites by Marriott
Tabletop Productions
The Peoples State Bank
Town & Country Real Estate
Worldwide Automotive Service



Festival Components Available for Sponsor Designation

Festival Stages - Individual performance stages may carry sponsor designations.

Lotus in the Park - Held on Saturday, Lotus in the Park is free to the public and includes live performances, artist workshops, an “arts camp,” and concessions.

Festival Arts Village - A city block full of visual art installations and interactive elements, open and free to the public on Friday and Saturday nights of Lotus weekend.

Art Exhibit - Visual Arts Exhibit runs during the month of September at the Ivy Tech John Waldron Arts Center. Includes support of a public opening reception and a Gallery Talk event.

Volunteer Support - Includes sponsor logos on the Volunteer T-shirt (approx. 500 printed) as well as acknowledgment of sponsor support at the annual Lotus Volunteer recognition party.

CD sampler - A selection of music by the current year’s artists; not for sale, but provided to sponsors, donors, and VIPs.

Patron Reception - Includes sponsor logos on the Patron Invitation and posters, as well as acknowledgment of sponsor support at the annual Patron Reception.



Above: Dance workshop at Lotus in the Park