

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. This year is no exception!

This year, much of our programming will be free and virtual. Now, more than ever, Lotus depends on generous supporters like you to help bring the world to our neighborhood.

Through Festival sponsorships, 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.

What does Festival Sponsorship mean for you?

- You help Lotus fulfill its mission to bring music and art from around the world to Bloomington, 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+ 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, allowing Lotus to present many hours of free Festival programming.
- You access tens of thousands of “impressions” for your business through Lotus’s extensive publicity efforts in both local and regional markets.

Moving online means new opportunities for recognizing our sponsors, including:

- Sponsor features on Lotus’ social media channels.
- Naming opportunities for opening and closing concerts, for each showcase night of the festival, and for the new Lotus at the Switchyard concert on Saturday afternoon, September 26.
- Sponsor features, via logos, brief commercials, or mentions in the virtual weekend festival evening programs, whose broadcast will be made available to the public for free.
- Continued availability of concerts (and sponsor promotion) for online viewing even after the festival ends.

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

- Sponsor logo featured in Festival program
- Sponsor logo featured on Festival poster
- Sponsor recognition slide featured in advance of select artist performances
- Year-round Lotus website logo & link

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

- All the benefits of a Spotlight Sponsor, PLUS:
- Sponsor name attached to specific Festival concerts
- Recognition on Lotus Festival press releases
- An individual shout out on Lotus social media platforms
- Brief (10 second) video feature played once during the weekend Festival Broadcast

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

- All the benefits of a Main Stage Sponsor, PLUS:
- Recognition announced by emcee in advance of all Festival concerts
- Sponsor logo posted in Festival-related E-newsletters
- 15 second video feature, played each night of the weekend Festival Broadcast
- 2 free “pin gets you in” pins (\$50 value) for Thursday/Sunday livestream concerts

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

- All the benefits of a Benefactor Sponsor, PLUS:
- Sponsor name connected to the support of two nights of the 2020 Festival
- 30 second video feature, played each night of the weekend Festival Broadcast
- 4 free “pin gets you in” pins (\$100 value) for Thursday/Sunday livestream concerts

#### Presenting (\$10,000+)

- All the benefits of a Producing Sponsor, PLUS:
- Top recognition for all festival performances, in print and social media
- Sponsor named as Presenter of the entire 2020 festival, with mention by emcee, for each concert performance
- 45 second video feature played each night of the weekend Festival Broadcast
- 8 free “pin gets you in” pins (\$200 value) for Thursday/Sunday livestream concerts

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 recognized before select festival performances.