



• Lotus World Music and Arts Festival •  
• September 23-26, 2021 • Bloomington, IN •



Upper Left : African American Dance Company © Michael Redman 2019

Upper Right: Arts Village © Jim Krause 2019

Bottom: AfrotoniX © Daniel Axler 2019



# 2021 LOTUS WORLD MUSIC & ARTS FESTIVAL

**SAVE THE DATE FOR THE 2021 FESTIVAL**

**SEPTEMBER 23-26**

Every year, Bloomington comes alive for the annual Lotus World Music & Arts Festival – the flagship event of the non-profit Lotus Education & Arts Foundation. This year, we are excited to move back to in-person and one select online, live streamed evening performance!

**Through Festival sponsorships, key leaders in the business community advertise their commitment to the same principles that guide Lotus and make Bloomington a great place to live: diversity, community, excellence, excitement, and a shared spirit of creativity.**

**Bloomington Sees the World from our Backyard:** Sponsoring the 2021 Lotus World Music & Arts Festival gives your business the opportunity to get your name in front of thousands of people. Meanwhile, your support shows clients and customers that you value the world's diversity of cultural heritage by helping us present artists from 120+ different countries.

## **What does Festival Sponsorship mean for you?**

- You help Lotus fulfill its mission to bring global music and arts to Bloomington, creating cultural experiences accessible to all ages, abilities, backgrounds, and incomes
- You make a difference in the local economy and join a community of 100+ entities who keep Bloomington vibrantly different through their support of the arts
- You show your clients and customers—present and future—that you value a cherished event—Festival-goers tell us that they support businesses partnered with Lotus
- You keep ticket prices low, allowing Lotus to present many hours of free Festival programming

**Sponsors gain unique exposure through Lotus' robust marketing efforts and reach new audiences, both local and regional. Sponsorship will promote your brand through materials such as:**

- Festival program (avg. 5,000+ distributed)
- Festival poster (avg. 500+ distributed)
- Lotus website (avg. 800 visits per day leading up to the Festival, or 31,400+/year)
- Lotus's weekly e-news (2,530+ subscribers)
- Lotus's social media followers (Facebook: 6,500+ - Instagram: 1,700+ - Twitter: 2900+)
- Opportunities for naming rights, national media coverage, and more (see below)

**What we've learned about our audiences:** they come from all over. We anticipate more than 8,000 fans arriving for our 2021 Lotus Fest from around town, the state, and the country to enjoy our amazing artists, local Bloomington shopping, restaurants, hotels, and more -- generating an economic impact of **>\$500,000** on an average festival weekend.

**For more information on Festival sponsorship, payment plans, and other partnership and donation opportunities, please contact Nicole Vasconi, Development Director:**

[nicole@lotusfest.org](mailto:nicole@lotusfest.org) / 812-336-6599 / [lotusfest.org](http://lotusfest.org)

## PROMOTIONAL PACKAGES

Presenting a range of music experiences at varying venue sizes—with a special online performance—means that our sponsors have a variety of opportunities for recognition and activation.

### **Featured (up to \$1,000)**

- Text listing in Festival program
- Year-round listing on the Lotus website
- Recognition before select performances

### **Spotlight (\$1,001 - \$1,500)**

- Sponsor logo featured in Festival program
- Recognition in select stage announcements
- Year-round listing on Lotus website with sponsor logo and link
- Two (2) complimentary Friday Passes
- Invitation to Patron Event (TBA)

### **Main Stage (\$1,501 - \$2,500)**

- Non-ticket benefits of Spotlight Sponsor PLUS
  - Sponsor name on Festival poster
  - Sponsor name attached in support of a Festival community engagement project (*Arts Village, Lotus in the Park, etc.*)
  - Sponsor recognition slide featured in advance of select live streamed performance (Friday)
  - Two (2) complimentary Friday Festival Passes

### **Benefactor (\$2,501 - \$5,000)**

- Non-ticket benefits of Main Stage Sponsor PLUS
  - Sponsor name/logo on Festival poster
  - Sponsor logo in Festival e-news
  - Naming opportunity (***shared***) for a Festival stage or concert
  - Recognition in most stage announcements by Emcee
  - Two (2) complimentary Weekend Festival Passes

### **Producer (\$5,001 - \$10,000)**

- Non-ticket benefits of Benefactor Sponsor PLUS:
  - Naming opportunity (***exclusive***) for a Festival tent, stage, or concert
  - Sponsor logo on info kiosks
  - Sponsor listed in press releases
  - Two (2) shout-out posts on Lotus' social media
  - Sponsor name connected to the support of two nights of the 2021 Festival
  - Two (2) all-inclusive Festival Passes covering every Festival event (Thursday - Sunday)

### **Presenting (\$10,001 and Above)**

- Non-ticket benefits of Producing Sponsor PLUS:
  - Sponsor banners in two Festival venues, including mainstage
  - Sponsor name on all Festival wristbands (5,000+ distributed)
  - Top recognition in all stage announcements: sponsor named as Presenter of the 2021 Festival
  - Four (4) all-inclusive Festival Passes covering every Festival event (Thursday - Sunday)

**Lotus welcomes support at any level and support in kind.**

Please contact us to let us know about your goals in order to maximize these opportunities.

**For more information on Festival sponsorship, payment plans, and other partnership and donation opportunities, please contact Nicole Vasconi, Development Director:**

[nicole@lotusfest.org](mailto:nicole@lotusfest.org) / 812-336-6599 / [lotusfest.org](http://lotusfest.org)