

# LOTUS WORLD MUSIC & ARTS FESTIVAL



## WHAT IS LOTUS FEST?

Lotus Fest is a cornerstone of cultural enrichment dedicated to presenting more than 40 world-class musical performances and arts experiences with 20 top-tier musical artists over four days. Rooted in a deep tradition of exceptional music from around the world, Lotus is the premier world music festival in the Midwest, hosted in downtown Bloomington.

## OUR IMPACT

Music and art have the power to connect, inspire, and transform communities. We ensure that Bloomington and South Central Indiana remain vibrant, globally connected, and creatively inspired. Each year, 500 volunteers come together to bring global music to Bloomington.

More than 10,000 people fill the streets of Bloomington and nearly \$1 million flood the local economy

A thriving creative class & arts economy invites new visitors, industries, & fuels the growth of the region

Transformative music & arts experiences are accessible to all ages, abilities, backgrounds, and incomes

15 art partners engage youth & families with experiential learning to create lifelong memories



# LOTUS INVITES YOU TO BE A SPONSORING PARTNER



**PRINT MARKETING**

**DIGITAL MARKETING**

**VERBAL ACKNOWLEDGMENT**

**LOGO ON WEBSITE**

**# COMPLIMENTARY TICKETS**

**E-NEWSLETTER & BANNER**

**SPECIAL EVENT VENUE ACCESS**

**NAMING RIGHTS**

	\$1000 SPOTLIGHT	\$2500 MAINSTAGE	\$5000 BENEFACTOR	\$10,000 PRODUCER	\$20,000+ PRESENTER
PRINT MARKETING	✓	✓	✓	✓	✓
DIGITAL MARKETING	✓	✓	✓	✓	✓
VERBAL ACKNOWLEDGMENT	✓	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓	✓
# COMPLIMENTARY TICKETS	2	4	8	16	24
E-NEWSLETTER & BANNER		✓	✓	✓	✓
SPECIAL EVENT VENUE ACCESS			✓	✓	✓
NAMING RIGHTS					✓

## FESTIVAL BROADSHEET

4,000+ distributed across south-central Indiana 4 weeks prior to festival

## FESTIVAL PROGRAM AD

3,000+ distributed in Bloomington starting the week of the festival

## FESTIVAL POSTER

800+ distributed across south-central Indiana 4 weeks prior to festival

## LOTUS SOCIAL MEDIA

Facebook: 7,300+  
Instagram: 2,100+  
Twitter: 3,000+ followers

## LOTUS WEBSITE AND NEWSLETTER

avg. 800 visits per day leading up to the Festival, or 31,400+/year plus Lotus' weekly e-news, which has 3,330+ subscribers

**Opportunities for STAGE and PRODUCTION naming rights, media coverage, outreach and activation opportunities, and more!**

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