

Lubbock Arts Festival

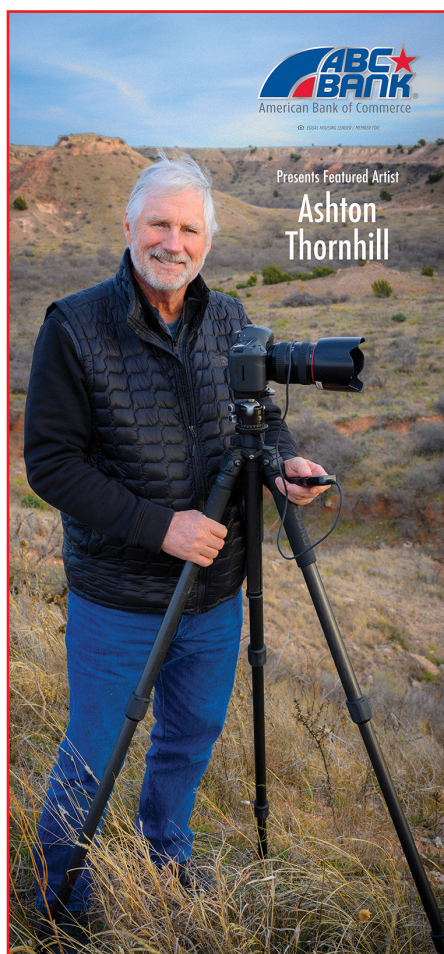
Sponsorship Opportunities!

Lubbock
Arts
Alliance
Art for All!



The award-winning Lubbock Arts Festival is the largest fine art event in West Texas. Over 10,000+ people attend the two-day celebration each year. The event includes visual artists from around the nation showing and selling their artwork; performance stages with musicians, actors, and dancers; demonstrating artists; children's art area; special exhibits and entertainment. The Lubbock Arts Festival is the marquee project of the Lubbock Arts Alliance, a non-profit organization dedicated to fostering the creation, understanding, and enjoyment of the arts.

Why sponsor the Lubbock Arts Festival?



Lubbock Arts Festival 2021

THE LUBBOCK ARTS FESTIVAL IS A PRESTIGIOUS EVENT.

- Recognized as the largest fine art and craft event in West Texas
- The Arts Festival has been an annual event for the past 40 years
- Awarded "Best Overall Event" in its budget category by Texas Festivals and Events Association



THE LUBBOCK ARTS FESTIVAL HAS AUDIENCE LOYALTY.

- Over 10,000+ individuals attend the event each year
- Safe, family-oriented event that has a favorable ethnic mix
- Event engages all five senses of the customer: sight, touch, taste, smell, and hearing
- 250 volunteers, 200 visual artists, and 150 performers return to the event each year

THE LUBBOCK ARTS FESTIVAL HAS RECOGNITION.

- \$50,000+ in media coverage from television, radio, print, and on-line
- Utilizes non-traditional media including website, e-mail blasts, electronic billboards, t-shirts, posters, online advertising

THE LUBBOCK ARTS FESTIVAL OFFERS VALUE FOR SPONSORSHIPS.

- Turn-key sponsorship opportunities
- Exhibit space
- Onsite company visibility
- Category exclusivity
- Naming rights to Arts Festival areas
- Signage
- Inclusion in marketing collateral
- Tickets to Arts Festival events
- Volunteer opportunities
- Unlimited Free Admission Passes for employees and customers
- Fulfillment report to gauge ROI

LEVEL	AREAS	RECOGNITION "PERKS"
<p>■ PRINCIPAL Sponsor Level \$5,000 - \$15,000 Cash <i>Naming rights to Arts Festival Area or Event (Select One)</i></p> <p>Value: \$7,500 (Example: "Company XYZ's Spotlight Performance")</p>	<ul style="list-style-type: none"> • Admissions Area/Free Admission • Children's Art Area (KidSTOPS) • Exhibit Hall Area • Special Visual Art Exhibit • Premiere Night • Spotlight Performance 	<ul style="list-style-type: none"> • Signage throughout selected Arts Festival Area or Event Value: \$1,000 • Exhibit/display/booth space at Lubbock Arts Festival Value: \$1,000 • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000 • Ten tickets to select Arts Festival events • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value \$50,000+ • Logo in television commercials • Logo in printed materials including newspaper advertisements, posters and programs • Inclusion in all online media marketing • Full page ad in official Arts Festival program • Screens at event • Volunteer opportunities for employees
<p>■ VISIONARY Sponsor Level \$2,500 Cash <i>Naming rights to Arts Festival Event/Print/Stage (Select One)</i></p> <p>Value: \$5,000 (Example: "Company XYZ's Performance Walkway Stage")</p>	<ul style="list-style-type: none"> • T-Shirts • Performance Walkway Stage • Young Artist & Writer's Competition • Demonstrating Artists • Featured Artist 	<ul style="list-style-type: none"> • Signage throughout selected Arts Festival Event/Print/Stage Value: \$1,000 • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000 • Eight tickets to select Arts Festival events Value: \$880 • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value: \$30,000+ • Logo in television commercials • Inclusion in online marketing • Screens at event • Volunteer opportunities for employees • Logo in printed materials including newspaper advertisements, posters and programs
<p>■ SPONSOR Level \$1,000 Cash <i>Naming rights to Arts Festival Area (Select One)</i></p> <p>Value: \$3,000 (Example: "Company XYZ's Patron Rest Area")</p>	<ul style="list-style-type: none"> • VIP Parking • Artist Hospitality • Patron Rest Area • Maps/Schedules 	<ul style="list-style-type: none"> • Signage at Arts Festival Value: \$1,000 • Six tickets to select Arts Festival events Value: \$660 • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value: \$10,000 • Logo in official Arts Festival program • Inclusion in online marketing • Screens at event • Volunteer opportunities for employees
<p>■ FRIEND of the Festival \$500 Cash</p>		<ul style="list-style-type: none"> • Signage at Arts Festival Value: \$1,000 • Four tickets to select Arts Festival events Value: \$340 • Inclusion in online media marketing • Volunteer opportunities for employees

Lubbock Arts Festival Media Summary from the 2021 Event

Television Advertising (NBC affiliate, KCBD)

- Target: 13 counties in West Texas and New Mexico: 137,232 households
- Reach: 97.6
- Impressions: 802,000
- Frequency: 6.0

Television Advertising (PBS, KTTZ-TV)

- Target: 147,700 TV households, with a population just over 400,000
- Reach: 99% of all households

Radio (Townsquare Media, KFMX, KFYO, KKAM, KKCL, KQBR, and KZII)

- On-air, 450 commercials (7/7-7/24)
- Gross impressions: 639,100 on-air
- 41% reach 12+ on-air

Radio (NPR, KTTZ-FM)

- Target: 147,000 households, with a population just over 400,000
- Reach: 29,000 listeners per week

Billboards (Lamar Advertising Company)

- Three digital billboards
- Delivered: 105,042 plays; 406,955 impressions

Newspaper (Lubbock Avalanche-Journal)

- Target: Lubbock and 40 surrounding counties
- Reach: 38,000 households
- Delivered: Four full-page, color advertisements

Print Materials (Parks Printing Company)

- 2,000 event programs direct-mailed to a regional list
- 3 postcards direct-mailed to a regional list
- 250 posters distributed to highly visible locations
- 2,500 free admission passes distributed through ABC Bank

Online Advertising (Facebook & Instagram)

- Target: 50 mile radius around Lubbock, Ages 25-54
- Reach: 83,487 People
- Impressions: 187,725 Ads Served
- Event Responses: 1,563 People
- Link Clicks to Website: 711
- Video Plays: 155,766

Website (The Owen Group)

lubbockartsfestival.org
7,000+ visitors

Other Online Advertising

- 323 online commercials for streaming radio with 31,203 impressions (Townsquare Media)
- Six, SEO optimized blog posts for 25,000 page views (Townsquare Media)
- Series of nine, highly engaging e-mail blasts to 19,800 patrons
- SMS text campaign promoting the event with 98% open rate

Public Relations

- Live shots from Lubbock Arts Festival for morning and afternoon broadcasts
- Appearances and interviews on afternoon news broadcasts

- Multiple interviews on radio stations
- On-air giveaways of VIP Ticket Packages for television and radio
- Newspaper articles
- Screens at Lubbock Arts Festival
- Signage at Lubbock Arts Festival

Our post-event survey, asking attendees how they had heard about the event, proved that we had used the correct media mix, namely: 22% newspaper; 11% radio; 35% television; 22% website; 46% social media; 49% e-mail; 34% word-of-mouth; and 39% direct mail.

Concert ticket



Example of online advertising



Poster



Example of full page program ad