Lubbock Arts Festival

Sponsorship Opportunities!

The award-winning Lubbock Arts Festival is the largest fine art event in West Texas. Over 12,000+ 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.
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 46 years
- Awarded “Best in Texas” in its budget category by Texas Festivals and Events Association (2021 & 2022)
- Awarded “Grand Pinnacle” by the International Festivals & Events Association (2022)

Why sponsor the Lubbock Arts Festival?

THE LUBBOCK ARTS FESTIVAL HAS AUDIENCE LOYALTY.
- Over 12,000+ 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

Lubbock Arts Festival
Sunday, April 16, 2023

“We are in a golden age of jazz-tango fusion, and Pablo Aslan is one of the main reasons.” — JAZZIZ

SPECIAL TICKETED EVENT

Argentine-born musician and producer Pablo Aslan is recognized internationally as one of the leading figures in contemporary tango. His discography includes Piazzolla in Brooklyn (2011) and Tango Grill (2009). The latter earned him nominations for a Latin Grammy and a Grammy awards. Aslan will be accompanied by the Texas Tech University Tango Orchestra.

“We’re in a golden age of jazz-tango fusion, and Pablo Aslan is one of the main reasons. (…) His pulsing lines are the heartbeat of a new music.” JAZZIZ

Lubbock Memorial Civic Center Theatre
Doors Open: 1pm | Concert Starts: 2pm
OPEN SEATING
Tickets: $15 (including service fee)

Sunday, April 16, 2023
&THe TEXAS TECH TANGO ORCHESTRA CONCERT
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<thead>
<tr>
<th>LEVEL</th>
<th>AREAS</th>
<th>RECOGNITION “PERKS”</th>
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<tbody>
<tr>
<td><strong>PRINCIPAL Sponsor Level</strong></td>
<td>• Admissions Area &amp; FREE Admission Pass</td>
<td>• Signage throughout selected Arts Festival Area or Event Value: $1,000</td>
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<td>$5,000 - $15,000 Cash</td>
<td>• Children’s Art Area</td>
<td>• Exhibit/display/booth space at Lubbock Arts Festival Value: $1,000</td>
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<tr>
<td>Naming rights to Arts Festival</td>
<td>• Spotlight Performance (Saturday)</td>
<td>• Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: $1,000</td>
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<td>Area or Event (Select One)</td>
<td>• Matinee Performance (Sunday)</td>
<td>• Ten tickets to select Arts Festival events Value: $880</td>
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<td>Value: $7,500</td>
<td>• Special Event: Silent Disco</td>
<td>• Unlimited number of General Admission Passes for employees and customers Value: TBD</td>
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<td>(Spotlight Performance presented by Company XYZ”)</td>
<td>• Young Artist &amp; Young Writer’s Competition</td>
<td>• Media and Promotions Value: $30,000+</td>
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<td>• VIP Ticket Give-Away (On-air &amp; Online)</td>
<td>• Logo in television commercials</td>
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<td>• Signage throughout selected Arts Festival area or Event Value: $1,000</td>
<td>• Screens at event</td>
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<td>• Exhibit/display/booth space at Lubbock Arts Festival Value: $1,000</td>
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<td>• Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: $1,000</td>
<td>• Logo in printed materials including posters and programs</td>
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<td>• Ten tickets to select Arts Festival events Value: $880</td>
<td>• Full page ad in official Arts Festival program</td>
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| **VISIONARY Sponsor Level**  | • T-shirt (Official)                                                                             | • Signage throughout selected Arts Festival area or Event Value: $1,000              |
| $2,500 Cash                  | • School Day                                                                                     | • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: $1,000 |
| Naming rights to Arts Festival | • Demonstrating Artist                                                                          | • Eight tickets to select Arts Festival events Value: $880                           |
| Event/Print/Stage (Select One)| • Selfie Station #1                                                                               | • Unlimited number of General Admission Passes for employees and customers Value: TBD|
| Value: $5,000                | • Selfie Station #2                                                                              | • Media and Promotions Value: $30,000+                                             |
| (Demonstrating Artists presented by Company XYZ”) | • Maps & Schedules                                                                              | • Logo in television commercials                                                   |
|                              | • VIP Lounge                                                                                     | • Screens at event                                                                   |
|                              | • Volunteer opportunities for employees                                                         | • Volunteer opportunities for employees                                            |
|                              | • Logo in printed materials including posters and programs                                      | • Screens at event                                                                   |

| **SPONSOR Level**            | • Special Art Display (entryways to Exhibit Hall)                                               | • Signage at Arts Festival Value: $1,000                                           |
| $1,000 Cash                  | • VIP Parking                                                                                    | • Six tickets to select Arts Festival events Value: $660                            |
| Naming rights to Arts Festival | • Entertainment in Exhibit Hall                                                                 | • Unlimited number of General Admission Passes for employees and customers Value: TBD|
| Area (Select One)            | • Concession tables (table tents & decorations)                                                  | • Media and Promotions Value: $10,000                                              |
| Value: $3,000                |                                                                                                 | • Logo in official Arts Festival program                                             |
| (Entertainment in Exhibit Hall presented by Company XYZ”) |                                                                                                   | • Logo on event website                                                            |
|                              |                                                                                                 | • Screens at event                                                                   |
|                              |                                                                                                 | • Volunteer opportunities for employees                                            |

| **FRIEND of the Festival**   |                                                                                                 | • Signage at Arts Festival Value: $1,000                                           |
| $500 Cash                    |                                                                                                 | • Four tickets to select Arts Festival events Value: $340                            |
|                              |                                                                                                 | • Volunteer opportunities for employees                                            |

* Note: In-Kind Sponsorships are recognized at 20% retail value
**LUBBOCK ARTS FESTIVAL**

*April 15-16, 2023*

Lubbock Memorial Civic Center
1501 Mac Davis Lane
806. 744. 2787
lubbockartsfestival.org

**Tickets:** selectaseatlubbock.com • 806 - 770 - 2000

- **Premiere Night!**
  - **Friday, April 14, 2023**
  - **7 - 9pm**

- **Location:** Lubbock Memorial Civic Center 
  - **Exhibit Hall** • 1501 Mac Davis Lane

- **Featured Artists:** Carol Burchgrove, 190 visual artists from around the nation showing and selling their work. Demonstrating artists, juried gallery, special exhibits and performances

- **Contact:** 806. 744. 2787 • lubbockartsfestival.org

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*This project was funded in part by a grant from the Sybil B. Harrington Endowment for the Arts, a component fund of the Community Foundation of West Texas.*

*This project made possible in part through a grant from the City of Lubbock as recommended by Civic Lubbock, Inc.*

*This project is supported by the Texas Commission on the Arts and the National Endowment for the Arts.*

-Dick & Jane Phillips
-Lubbock City of
-April 15-16, 2023
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MEDIA SUMMARY

Television Advertising (NBC affiliate, KCBD)
Target: 13 counties in West Texas and New Mexico: 126,563 households
Reach: 95.4 • Impressions: 691,000
Frequency: 5.7

Television Advertising (PBS, KTTZ-TV)
Target: 153,000 TV households, with a population just over 400,000
Reach: 99% of all households; watched by 83% of all households in 19 counties

Radio (Townsquare Media, KFMX, KFYO, KKAM, KKCL, KQBR, and KZII)
On-air, 505 commercials (3/27-4/16)
Gross impressions: 1.07 million online
36.7% reach 12+ on-air
Live radio remotes during operating hours of the event (Saturday & Sunday)

Radio (NPR, KTTZ-FM)
Target: 153,000 households, with a population just over 400,000
Reach: 29,000 listeners per week

Billboards (Lamar Advertising Company)
One digital billboard
Delivered: 125,700 plays; 549,960 impressions

Social Media (SMD Ramirez, LLC)
• Digital Ads: 1.43 million impressions served to 260,000 unique individuals across Facebook, Instagram, and mobile ads
• Targeted Boosting of Content: 19,000 active micro and non-influencers across 39,768 impressions
• Digital Calendars: 30 listings activated across sites for total reach of 9.1 million unique users per month

Dedicated website, lubbockartsfestival.org
(The Owen Group)
• 10,511 visitors
• 18,752 page views

Print Materials (Parks Printing Company)
• 2,000 event programs direct-mailed to a regional list
• 2 postcards direct-mailed to a regional list
• 50 posters distributed to highly visible locations
• FREE admission passes distributed

Public Relations
• Ribbon cutting with Lubbock Chamber of Commerce on Friday afternoon
• Live shots from Lubbock Arts Festival for morning, afternoon, and evening broadcasts
• Appearances and interviews on afternoon news broadcasts
• On-air giveaways of VIP Ticket Packages
• Newspaper articles
• Screens & 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: 9% newspaper; 9% radio; 29% television; 19% website; 46% social media; 43% e-mail; 28% word-of-mouth; and 32% direct mail.