

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 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.

Why sponsor the Lubbock Arts Festival?



& The TEXAS TECH TANGO ORCHESTRA CONCERT

1pm: Doors open • 2pm: Performance
General admission seating



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

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)



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.

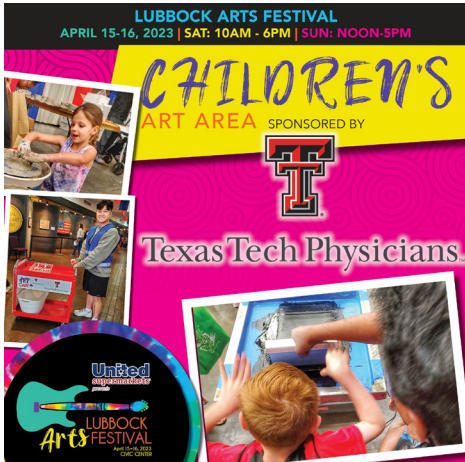
- Turn-key sponsorship opportunities
- Exhibit space
- Onsite company visibility
- Category exclusivity
- Naming rights to Arts Festival areas
- Signage
- Inclusion in marketing collateral
- Tickets to Arts Festival events
- Volunteer opportunities
- Unlimited Free Admission Passes for employees and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



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> Value: \$7,500 <i>(Spotlight Performance presented by Company XYZ")</i></p>	<ul style="list-style-type: none"> • Admissions Area & FREE Admission Pass • Children's Art Area • Spotlight Performance (Saturday) • Matinee Performance (Sunday) • Special Event: Silent Disco • Young Artist & Young Writer's Competition • VIP Ticket Give-Away (On-air & Online) 	<ul style="list-style-type: none"> • Signage throughout selected Arts Festival Area or Event Value: <u>\$1,000</u> • Exhibit/display/booth space at Lubbock Arts Festival Value: <u>\$1,000</u> • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: <u>\$1,000</u> • Ten tickets to select Arts Festival events • Unlimited number of General Admission Passes for employees and customers Value: <u>TBD</u> • Media and Promotions Value <u>\$50,000+</u> • Logo in television commercials • Logo in printed materials including posters and programs • Full page ad in official Arts Festival program • Screens at event • Volunteer opportunities for employees • Logo on event website
<p>■ VISIONARY Sponsor Level \$2,500 Cash <i>Naming rights to Arts Festival Event/Print/Stage (Select One)</i> Value: \$5,000 <i>(Demonstrating Artists presented by Company XYZ")</i></p>	<ul style="list-style-type: none"> • T-shirt (Official) • School Day • Demonstrating Artist • Selfie Station #1 • Selfie Station #2 • Maps & Schedules • VIP Lounge 	<ul style="list-style-type: none"> • Signage throughout selected Arts Festival area or Event Value: <u>\$1,000</u> • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: <u>\$1,000</u> • Eight tickets to select Arts Festival events Value: <u>\$880</u> • Unlimited number of General Admission Passes for employees and customers Value: <u>TBD</u> • Media and Promotions Value: <u>\$30,000+</u> • Logo in television commercials • Logo on event website • Screens at event • Volunteer opportunities for employees • Logo in printed materials including posters and programs
<p>■ SPONSOR Level \$1,000 Cash <i>Naming rights to Arts Festival Area (Select One)</i> Value: \$3,000 <i>(Entertainment in Exhibit Hall presented by Company XYZ")</i></p>	<ul style="list-style-type: none"> • Special Art Display (entryways to Exhibit Hall) • VIP Parking • Entertainment in Exhibit Hall • Concession tables (table tents & decorations) 	<ul style="list-style-type: none"> • Signage at Arts Festival Value: <u>\$1,000</u> • Six tickets to select Arts Festival events Value: <u>\$660</u> • Unlimited number of General Admission Passes for employees and customers Value: <u>TBD</u> • Media and Promotions Value: <u>\$10,000</u> • Logo in official Arts Festival program • Logo on event website • 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: <u>\$1,000</u> • Four tickets to select Arts Festival events Value: <u>\$340</u> • Volunteer opportunities for employees

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

MEDIA SUMMARY



• Digital Ads



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)

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.