

2014

**Lotus World Music &
Arts Festival**

September 18-21



**21st Festival
Sponsorship
Opportunities**





Lotus

A Bloomington Tradition

Every year, Bloomington comes alive for the annual Lotus World Music and Arts Festival — the flagship event of the nonprofit Lotus Education and Arts Foundation.

Established in 1994, Lotus is the oldest world music festival in the U.S. and the only festival of its kind in the state. Now in its twenty-first year, it attracts more than 12,000 people to downtown Bloomington annually, for four days of music and arts from around the globe. Fans come from across the country and throughout the state, generating a local economic impact of more than \$500,000.* Downtown restaurants and businesses, including hotels, report a significant uptick in business on Lotus weekend.

The Festival includes both free and ticketed events at multiple venues — providing a wide range of performances and other events for all ages, as well as offering Festival sponsors diverse opportunities for recognition.

Festival admission sales cover just over 60% of the cost of the Festival. Lotus raises the rest through generous sponsors like you. We invite you to be part of our tradition, and help create the magic of Lotus.

* Based on figures derived from the Americans for the Arts Arts & Economic Impact calculator

Right: Dancer with the Italian ensemble Canzoniere Grecanico Salentino



What does Festival Sponsorship mean for you?

- You **join a community** of over 100 local businesses who are keeping Bloomington unique and vibrant through their support for the arts.
- You **access tens of thousands of “impressions”** for your business through Lotus’s extensive publicity efforts in both local and regional markets. Share the spotlight with a happening which was just voted Bloomington’s Best Festival!
- You show your clients, patrons, and customers – present and future – that you **value one of their favorite events**. Our Festival-goers tell us that they make a point of supporting businesses that support Lotus.
- You **make a difference in the local economy** when you become a Lotus partner – with your help, the Festival weekend attracts over 12,000 people annually who shop at local stores, eat at local restaurants, stay at local hotels, and patronize other businesses just like yours.
- You **open doors and make the world more inspiring** by underwriting Lotus’s free programs and free arts outreach that serves students, at-risk youth, seniors, and people in your community who are facing economic hardship.
- You **help keep Lotus ticket prices low and affordable** for everyone in the community to enjoy, and you receive complimentary* tickets that can help you grow your business – use them for employee perks, client thank-yous, in-store contests...or keep ‘em for yourself! [**at Spotlight Sponsor level and above*]
- You **advertise your commitment** to the same principles that guide Lotus and that make Bloomington a great place to live – diversity, community, excellence, excitement, and a shared spirit of creativity.
- You **network** with Lotus donors, other business sponsors, and local arts lovers at Lotus’s annual Festival Patron reception.



The Lotus World Music & Arts Festival is made possible by **generous sponsors like you.**

Nearly half of the costs of the Lotus World Music & Arts Festival are covered by individual donors and corporate sponsors. Lotus has a range of sponsorship opportunities for you to choose from, including:

- Presenting** (\$10,000+)
- Corporate** (\$5,000- \$9,999)
- Benefactor** (\$2,500- \$4,999)
- Main Stage** (\$1,500- \$2,499)
- Spotlight** (\$1,000- \$1,499)
- Collaborator** (\$750- \$999)
- Community** (up to \$749)

For more information on Lotus sponsorship, please contact:
Kristin Varella, Development Director (kristin@lotusfest.org)
 PO Box 1667 / Bloomington IN 47402 / (812) 336-6599
lotusfest.org

Above: Portland, Oregon's March Fourth Marching Band leads a Lotus procession.

Presenting Sponsor (\$10,000+)

Exclusive to Festival Presenting Sponsor

- Sponsor banners displayed in two Festival venues
- Sponsor name on Festival wristbands (5,000 distributed)
- Sponsor recognized in all media advertising
- Option for customized sponsorship collaboration

Other Festival Benefits

- Sponsor logo on "teaser" Festival tabloid (10,000 distributed via HT; 5,000 distributed throughout region)
- Sponsor logo and business profile featured in Festival program (5,000 distributed)
- Sponsor logo on Festival poster (500 distributed)
- Sponsorship announced from all Festival stages (min. 40 mentions)
- Sponsor logo featured on Festival information kiosks
- Sponsor listed in press releases to regional and area media
- Four complimentary passes to each of the Thursday-Sunday Festival events
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements



Above: Lotus in the Park drumming workshop

Corporate Sponsor (\$5,000+)

Exclusive to Festival Corporate Sponsor

Sponsorship associated with **one** of the following:

- Sponsorship of a Festival opening concert (Wed. or Thurs.)
- Naming-rights sponsorship of a Festival performance tent
- Customized sponsorship collaboration

Other Festival Benefits

- Sponsor logo on “teaser” Festival tabloid (10,000 distributed through HT; 5,000 distributed throughout region)
- Sponsor logo and business profile featured in Festival program (5,000 distributed)
- Sponsor logo on Festival poster (500 distributed)
- Sponsorship announced from Festival stages (min. 20 mentions)
- Sponsor name featured on Festival information kiosks
- Sponsor listed in press releases to regional and area media
- Two complimentary passes to each of the Thursday-Sunday Festival events
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements



Right: Performance art at Lotus in the Park

Benefactor Sponsor (\$2,500+)

Exclusive to Festival Benefactor Sponsor

Sponsorship associated with **one** of the following:

- Naming-rights sponsorship of the Lotus in the Park* performance stage
- Sponsorship of Sunday’s World Spirit Concert*
- Presenting sponsorship of the Lotus Arts Village*
- Customized sponsorship collaboration

Other Festival Benefits

- Sponsor name on “teaser” Festival tabloid (10,000 distributed through HT; 5,000 distributed)
- Sponsor name and business profile featured in Festival program (5,000 distributed)
- Sponsor name on Festival poster (500 distributed)
- Sponsorship announced from Festival stages (min. 10 mentions)
- Two complimentary Festival weekend passes
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition logo & link (avg. 800+ daily visits in month prior to Festival)
- Sponsor listed on Festival email announcements

** For descriptions of these Festival components, see back cover.*

Right: A Lotus volunteer works on a Festival Arts Village installation



Main Stage Sponsor (\$1,500+)

Exclusive to Festival Main Stage Sponsor

Shared sponsorship associated with **one** of the following:

- Lotus Arts Village*
- Ivy Tech Waldron Arts Center September Lotus Exhibit*

Other Festival Benefits

- Sponsor name on “teaser” Festival tabloid (10,000 distributed through HT; 5,000 distributed)
- Sponsor name and business profile featured in Festival program (5,000 distributed)
- Sponsor acknowledgement specific to event / venue
- Sponsorship announced from Festival stages
- Two complimentary Friday-night festival passes
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition text and link (avg. 800+ daily visits in month prior to Festival)

** For descriptions of these Festival components, see back cover.*

Right: Children explore a Festival Arts Village installation



Spotlight Sponsor (\$1,000+)

Exclusive to Festival Spotlight Sponsor

Shared sponsorship associated with **one** of the following:

- Lotus in the Park Art Camp*
- Festival CD Sampler*
- Volunteer Support*
- Patron Reception*
- Other events as scheduled

Other Festival Benefits

- Sponsor acknowledged in “teaser” Festival tabloid (10,000 distributed via HT; 5,000 distributed) in association with sponsored event
- Sponsor business profile featured in Festival program (5,000 distributed)
- Sponsor acknowledgement specific to event / venue
- Sponsorship announced from Festival stages
- Two complimentary Festival Friday-night passes
- Invitation to Festival Patron Reception
- Year-round Lotus website recognition text and link during Festival (avg. 800+ daily visits in month prior to Festival)

** For descriptions of these Festival components, see back cover.*



Above: A young artist at the Lotus in the Park arts camp tent

Collaborator Sponsor (\$750+)

- Sponsor name listed in Festival program (5,000 distributed)
- Sponsorship announced from Festival stages
- Invitation to Festival Patron Reception
- Lotus website recognition text & link during Festival (avg. 800+ daily visits in month prior to Festival)



Above: Pre-performance sound-check on a Festival stage

Community Sponsor (up to \$749)

Recognition commensurate with level of support.
Benefits may include:

- Sponsor name listed in Festival program (5,000 distributed)
- Sponsorship announced from Festival stages
- Lotus website recognition text & link during Festival (avg. 800+ daily visits in month prior to Festival)

2013 Festival Sponsors

Presenting Sponsors (\$10,000+)

Bloomings
Indiana University

Corporate Sponsors (\$5,000- \$9,999)

BEAD – the Bloomington
Entertainment & Arts District
Bloom Magazine
Carey Worldwide Chauffeured Service
Efroymsen Family Fund
Ivy Tech Community College
IU Office of the Provost and Executive
Vice President
IU Office of the Vice President of Public
Affairs & Government Relations
Organized Living
Visit Bloomington

Benefactor Sponsors (\$2,500- \$4,999)

Chocolate Moose
Echo Park Studios
Dr. David E. Lawler & The Center for
Sound Sleep
IU Jacobs School of Music
IU School of Public & Environmental
Affairs (SPEA)
IU Kelley School of Business
IU School of Public Health
Mallor Grodner Attorneys, LLP
Old National Bank
One World Enterprises / Pizza X
Soma/ Laughing Planet / Village Deli
WFHB
WhimMill

Main Stage Sponsors (\$1,500- \$2,499)

Dr. Lisa J. Baker DDS, of Baker Family
Dentistry, PC
Herald-Times Newspaper
Terry Howe Design
The Community of Renwick
Oliver Winery
Dr. Jason Simmonds, Pediatrician
Snorkel-Mart
Studio Cypher

Spotlight Sponsors (\$1,000- \$1,499)

Advantex
Big Red Liquors
Duane Busick Video Production
Cairril.com Design & Marketing
CFC, Inc.
Beth Ellis, Realtor
Grease Monkey
Innovative Financial Solutions

IU Center for the Study of Global
Change (Global Center)
IU Department of International Studies
IU Office of the Vice President for
International Affairs
ISU – The May Agency
Pictura Gallery
Karen Pitkin, Realtor, RE/MAX Realty
Professionals
Ryder Magazine
Solution Tree

Collaborator Sponsors (\$750- \$999)

Greene & Schultz Trial Lawyers
IU Institute for European Studies

Community Sponsors (\$250- \$749)

BCT Box Office
Bloomington Guitar and Amp
Bloomington Iron & Metal, Inc.
Dermatology Center of Southern IN
Greenscapers
Hanapin Marketing
Huntington Law Office
Hurley Appraisals
Hoosier Energy
INto Art Magazine
IU African Studies
IU Collins Living-Learning Center
IU Credit Union
IU Dept of French & Italian Studies
IU East Asian Studies Center
IU Foster Global Village LLC
IU Germanic Studies
IU Inner Asian & Uralic National Re-
source Center
IU Polish Studies
Landlocked Music
Like Law Group LLC
Mann Plumbing, Inc.
Mark Adams, Wells Fargo
Monroe County Commissioners Office
Professional Development Group II,
Inc.
Relish
Tabletop Productions
Tabor/Bruce Architecture & Design
Textillery Weavers
The People's State Bank
Upland Brewing Co.
Jeanne Walters Realty
Worldwide Automotive Service



Festival Components

Available for Sponsor Designation

Festival Stages - Individual performance stages may carry sponsor designations.

Lotus in the Park - Held on Saturday, Lotus in the Park is free to the public and includes live performances, artist workshops, an “arts camp,” and concessions.

Festival Arts Village - A city block full of visual art installations and interactive elements, open and free to the public on Friday and Saturday nights of Lotus weekend.

Art Exhibit - Visual Arts Exhibit runs during the month of September at the Ivy Tech John Waldron Arts Center. Includes support of a public opening reception and a Gallery Talk event.

Volunteer Support - Includes sponsor logos on the Volunteer T-shirt (approx. 500 printed) as well as acknowledgment of sponsor support at the annual Lotus Volunteer recognition party.

CD sampler - A selection of music by the current year’s artists; not for sale, but provided to sponsors, donors, and VIPs.



Above: Dance workshop at Lotus in the Park

Patron Reception - Includes sponsor logos on the Patron Invitation and posters, as well as acknowledgment of sponsor support at the annual Patron Reception.