



2018 Lower Town Arts & Music Festival Sponsorship Information

The 2018 Lower Town Arts and Music Festival promises to be an arts-filled fantastic weekend showcasing the musical, culinary and artistic talent of Western Kentucky and the surrounding area. The festival- epitome of the “buy local” campaign- highlights the best of our region bringing on average 16,000 people into the heart of Lower Town. This year’s festival dates are May 18th & 19th. The Festival has a solid marketing plan that focuses on a 350-mile radius that we hit hard with print, radio, and web ads. As an established reputation, we can offer great brand recognition with a successful, family-friendly community arts event!

As of 2017, the festival is now a fundraiser to benefit the Yeiser Art Center (YAC)! The adoption of this all-ages, family friendly community event pairs perfectly with YAC’s mission since 1957 of enriching lives with access to arts and arts education through seeing and experiencing all kinds of art first-hand: visual arts, musical arts, theatre arts, culinary arts and more!

To make this event a reality, we look to you, the leaders of our community, for essential support.

We need your help!

Sponsorships come in a variety of sizes to meet individual companies’ needs. By focusing on regional talents, we will draw a majority of our audience from the same area that your business does. Benefits to sponsors from this strategy include:

- Over 16,000 festival attendees anticipated for the weekend event
- Connecting with sponsors’ target market
- Improving exposure to sponsors’ consumer market
- Potential for expanding sponsors’ marketing reach and market share
- Improved name and brand recognition
- Tax-deductible sponsorship dollars!

We are using the same sort of benefit system that Public Radio or the Symphony uses: the more you donate the more often your name is visible! The more you donate the more people will see you around the festival!

The Lower Town Arts & Music Festival is a community project of The Yeiser Art Center!
World Headquarters of LTAMF at Yeiser Art Center, 200 Broadway St, Paducah, KY 42001, 270-442-2453

Enthusiast < \$500 (2 placements):

- Company's name printed on the festival t-shirt
- Company's name featured on the festival website
- Company's name printed on the sponsorship board at the central info area during the festival

Patron \$500 – \$1,999 (up to 6 placements):

- NEW! - Company's name and logo on a sponsorship page of our LTAMF app!
- Company's name and logo on up to 2 signs in the festival grounds
- Company's name and logo printed on the festival t-shirt
- Company's name and logo featured on the festival website
- Company's name and logo printed on the sponsorship board at the central info area during the festival

Art Dealer \$2,000 – \$4,999 (8 placements):

- NEW! - Company's name and logo on a sponsorship page of our LTAMF app!
- Company's name and logo on up to 4 signs in the festival grounds
- Company's name and logo printed large on the festival t-shirt
- Company's name and logo featured large on the festival website
- Company's name and logo printed on the sponsorship board at the central info area during the festival

Curator \$5,000 – \$9,999 (10 placements):

- Sponsorship of Harrison Stage identity
- NEW! - Company's name and logo on a sponsorship page of our LTAMF app!
- Company's name and logo on up to 4 signs in the festival grounds
- Company's name and logo printed extra-large on the festival t-shirt
- Company's name and logo featured extra-large on the festival website
- Company's name and logo printed on the sponsorship board at the central info area during the festival

Art Director \$10,000 – \$14,999 (12 placements):

- NEW! - Company's name and logo on the **Home Screen of our LTAMF app!**
- Company's name and logo on Main Stage and Broadway banner (2+ weeks)
- Company's name and logo on up to 6 signs in the festival grounds
- Company's name and logo printed extra-large on the festival t-shirt
- Company's name and logo featured extra-large on the festival website
- Company's name and logo printed on the sponsorship board at the central info area during the festival

Artist Awards \$500 x 3, \$150 x 3

LTAMF is a high-caliber professional arts fair with professional artists traveling to our great neighborhood in order to sell their high-quality art. A juror selects awards to artists of exceptional presentation and craftsmanship. Awards are presented to artists on Saturday evening and announced from the Main Stage before the Headlining Performance around 8:15pm. Sponsors of these awards are listed on the t-shirt, on our website, on the sponsorship board, and are given recognition from the stage to our most highly attended scheduled performance!

Artist Hospitality and Green Room \$1000 x 2

One of the traits of our Festival that distinguishes us from the other festivals is our unique blend of Southern and Paducah-an hospitality! We treat our artists and musicians like family, truly welcoming them to our neighborhood. Your help in making them feel right at home is recognized at these rooms, on the t-shirt, on the sponsorship board, on our website, and on our brand-new app!

We would love to talk to you about your sponsorship of this year's festival! Please give us a call at (270) 442-2453 so we can thank you instantly. Otherwise, feel free to forward that check to LTAMF at 200 Broadway Street in Paducah, KY, 42001.

Personally speaking, watching this festival grow into one of the state's 'top ten festivals of the year'; being in the 'Best of' for the Paducah Sun; seeing the amazing community support with hundreds of volunteers working to make it a reality; and certainly, the growing support that we get every year from our business leaders make this one of the most joyous events ever! And we can't thank you enough for supporting Paducah's longest running non-profit arts organization.

Thank You,

Stacey Reason
Executive Director, Yeiser Art Center
270-442-2453, office
270-703-6702, cell

Stefanie Graves
Board President, Yeiser Art Center