

Sponsor Information

September 19 and 20, 2009

Why be a sponsor? What are the benefits of sponsorship?

Sponsoring the Lakeville Art Festival provides benefits and opportunities!

Advertising: As a business owner or personal contributor, your brand or name will be included in the following event promotional vehicles:

- Newspaper print advertisements in Star Tribune, Pioneer Press, Sun Current and Lakeville Thisweek
- Media press releases and announcements
- Poster size signs placed in the surrounding communities and its businesses
- Maximize your investment using your marketing tools and resources—promote your commitment via signage, email blasts, websites, newsletters, coupons
- Listed on the THANK YOU Sponsors' signs positioned throughout the festival grounds
- Sponsor names are announced during the event. Logos, name, or brands are listed in the 3,000 festival brochures handed out to local businesses, art centers, and art festivals at least one month prior to the event and during the festival
- Listed on the Lakeville Art Festival website www.lakevilleartfestival.org



Tim Byrns
2009 featured
artist

Community Recognition and Appreciation:

- Lakeville Art Festival attracts an estimated 5000+ attendees from all over the upper Midwest
- Company representatives are encouraged to participate in the Art Festival events and pass out promotional items to attendees
- Meet potential customers in the community and surrounding markets
- Be recognized as an organization that supports the arts, one that employs from the community and is good corporate citizen
- Demonstrate your commitment to youth development by supporting the Emerging Artist program, Young at Art tent, and the annual Community Art Project.

Lakeville Art Festival Committee

Shelly Carney: Director
952.985.5628 • shellyc@lakevilleartfestival.org

Sue Kemnitz: Communications

Kelly Hartmann: Marketing

Karla Hartmann: Logistics/Concessions

Tom Barnard: Entertainment

Sarah Stowell: Young at Art

Carla Nohr Schulz / Anna Angeles-Farris:
Volunteer Coordinators

Luann Phillipich / Loretta Ellsworth:

Literary Art

Friends of LAAC: Sponsorship

The mission of the

Lakeville Art Festival

is to produce a
premium art fair
in historic downtown Lakeville,

provide exposure
for artists' work

and offer opportunity
to bring

people & the arts

TOGETHER.

Where do I fit in? What is the next step to contribute?

Levels of Sponsorship and Benefits

Platinum Plus: \$2000+

- Company logo (and /or name) in festival brochure, festival posters, on website and in festival publicity/advertising
- Company sponsorship mentioned on local television network aired many times the month prior to the festival
- Acknowledgement in the Arts Center newsletter
- Framed commemorative event poster, 4 Art Festival T-shirts and tiles
- Invitation to the Art Festival Banquet and Award Event held the first evening of the festival
- Lakeville Arts Center 1-year membership plus 8 tickets to an event during the 2009-2010 Arts Center season

Gold Level: \$1,000 - \$1,999

- Invitation to the Art Festival Banquet and Award Event held the first evening of the festival
- Company logo (and /or name) in festival brochure, festival posters, on website and in festival publicity/advertising
- Company sponsorship mentioned on local television network aired many times the month prior to the festival
- Acknowledgement in the Arts Center newsletter
- 4 tickets to an event during the 2009-2010 Arts Center season
- Art Festival commemorative tile

Silver Level: \$500 - \$999

- Invitation to the Art Festival Banquet and Award Event held the first evening of the festival
- Company logo (and /or name) in festival brochure, festival posters, on website and in festival publicity/advertising whenever possible (limited)
- Acknowledgement in the Arts Center newsletter
- Art Festival commemorative tile

Bronze Level: \$250 - \$499

- Logo/name placement in festival brochure
- Logo/name placement on festival thank you posters
- Logo/name placement on website and in festival promotions/advertising (limited)

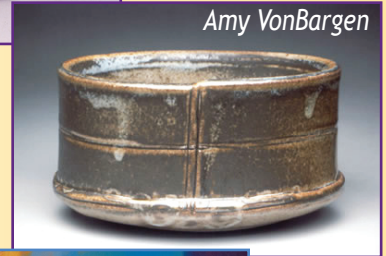
In-Kind Contributions and Benefits

This category also allows full or partial payment of festival expenses in goods or services rather than in money. Benefits are commensurate with cash sponsorship.

Once you have indicated you level of interest, a confirmation of your proposal will be returned to you in the form of an invoice. Please remit payment on or before July 1, 2009.



Nolan Prohaska



Amy VonBargen



sue kemnitz

Lakeville Art Festival Budget Estimate - 2009

Artist Acquisition	\$ 2,000
Artist Awards	3,000
Artists/Volunteer Hospitality	4,000
Activities/Entertainment	5,000
Event Publicity	15,000
Onsite Equipment	3,000
Operating Expenses	4,000
Miscellaneous Supply & Project Costs	<u>5000</u>
Projected Expenses	<u>\$41,000</u>

Lakeville Art Festival is produced and presented by Friends of the Lakeville Area Arts Center, a non-profit 501c3 organization. All contributions are tax deductible.