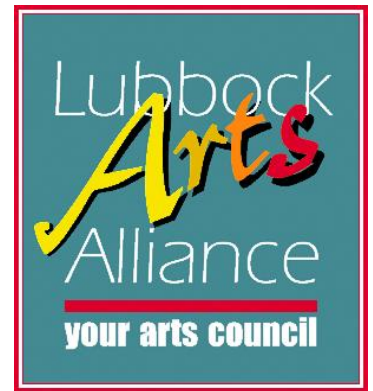


Our Mission: Fostering the creation, understanding,
and enjoyment of the arts.



Events ■ Advocacy ■ Excellence

32nd Annual Lubbock Arts Festival

The **premiere** fine arts, fine crafts, and culinary event in West Texas

Quick Facts

Event Dates: April 15-18, 2010

Location: Lubbock Memorial Civic Center (100% indoor venue)

Expected Attendance: 23,000+ over 3 ½ day event

Chairpersons: Pat Maines & Ben Davidson

Event Description: The annual Lubbock Arts Festival is a 3 ½ day celebration of visual, performing, culinary, and children's art. Held every April at the Lubbock Memorial Civic Center, the Lubbock Arts Festival makes the arts accessible to the general public through exhibits, demonstrations, and performances. Admission is \$2 for adults and children FREE.

Special Features of 2010 Lubbock Arts Festival:

- Display of "Art of the Brick" – thirty contemporary pieces of artwork made entirely from LEGO bricks
- Three performing stages featuring musicians, dancers, and actors
- Over 200 visual artists from across the nation, three art galleries
- Professional children's theater production of "The New Little Red Riding Hood"
- Performance of Santa Fe Opera Apprentice Singers
- Ten different KidSTOPS featuring interactive art activities for children

Contact: Elizabeth Regner, Executive Director
Lubbock Arts Alliance
806-744-ARTS (2787)
mail@lubbockarts.org
www.lubbockarts.org

"The New Little Red Riding Hood"
Spotlight Entertainment
Performance



"Art of the Brick"
Contemporary art made entirely from LEGO bricks



Fine Art & Craft



Why sponsor the Lubbock Arts Festival?

The Lubbock Arts Festival is a prestigious event.

- Recognized as the largest fine art event in West Texas
- In 2010 will be celebrating its 32nd Anniversary

The Lubbock Arts Festival has audience loyalty.

- Event attendance has increased every year for the past three years
- 23,000+ individuals came to the 2009 Lubbock Arts Festival
- Safe, family-oriented event that has favorable ethnic mix
- Event engages all five senses of the customer: *sight, touch, taste, smell, 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, and print
- Television coverage which includes ABC, CBS, NBC, FOX network affiliates
- Other media outlets include KTXT-TV (PBS), Suddenlink Cable, and GAP Broadcasting
- Print advertising includes Lubbock Avalanche Journal, Latino Lubbock, West Texas Hispanic News, Lubbock Home and Family magazine and The Golden Gazette
- Utilizes non-traditional media including Lubbock Fun Club, website, e-mail blasts, electronic billboards, t-shirts, posters, stuffers

The Lubbock Arts Festival offers value for sponsorships.

- Turnkey sponsorship opportunities
- Exhibit space
- Company visibility at the Arts Festival
- Category exclusivity
- Naming rights to Arts Festival areas
- Signage
- Inclusion in marketing collateral
- On site promotion
- Tickets to Arts Festival events
- Volunteer opportunities

Record Attendance of 23,000+



*Culturally Diverse
Crowds*



Principal Sponsor Level

\$5,000 Cash

or

\$15,000 In-Kind Services

- **Naming rights to Arts Festival Area or Event (Select One) Value: \$7,500**
(Example "Company XYZ's Children's Area")

Areas

Admissions Area/Free Admission

Children's Art Area (KidSTOPS)

Exhibit Hall Area

Special Visual Art Demo (LEGO Exhibit)

- **Signage throughout selected Arts Festival Area or Event Value: \$1,000**

United Supermarket

- **Exhibit/display/booth space at Lubbock Arts Festival Value: \$500**

Exhibit Hall Area

- **Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000**

- **Ten tickets to all Arts Festival events Value: \$1,100**

Premiere Night \$300

Sponsorship Appreciation Event \$400

Spotlight Entertainment Performance \$300

Golden Fork Culinary Competition \$100

- **Unlimited number of General Admission Passes for employees and customers Value: TBD**

- **Media and Promotions Value: \$50,000+**

- Logo in printed materials including newspaper advertisements, invitations, posters, stuffers
- Logo in all television commercials
- Tagline mentioning company in radio spots
- Inclusion in all online media marketing
- Screens at event
- Company name mentioned in press releases and other media announcement

- **Volunteer opportunities for employees**



Xcel Energy West Texas Art Truck



AT&T Admissions Area

Visionary Sponsor Level

\$2,500 Cash

or

\$7,500 In-Kind Services

- **Naming rights to Arts Festival Event/Print/Stage (Select One) Value: \$5,000**
(Example "Company XYZ's Pedestrian Walkway Stage")

Event

Balloons in Pedestrian Walkway

Young Artist & Writers Competition

Premiere Night

Golden Fork Culinary Competition

Print

T-Shirts

Maps/Schedules

Stage

Pedestrian Walkway Stage

- **Signage throughout selected Arts Festival Event/Print/Stage Value: \$1,000**
- **Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000**
- **Eight tickets to all Arts Festival events Value: \$880**
Premiere Night \$240 Sponsorship Appreciation Event \$320
Spotlight Entertainment Performance \$240 Golden Fork Culinary Competition \$80
- **Unlimited number of General Admission Passes for employees and customers Value: TBD**
- **Media and Promotions Value: \$30,000+**
 - Logo in printed materials including newspaper advertisements, invitations, posters, stuffers
 - Logo in all television commercials
 - Inclusion in all online media marketing
 - Screens at event
 - Company name mentioned in press releases and other media announcements
- **Volunteer opportunities for employees**

Plains Capital Bank

Pedestrian Walkway Stage



Poster for Golden Fork Culinary Competition



We will be featured at the
GOLDEN FORK CULINARY COMPETITION
Enjoy food from Lubbock's best restaurants and vote for your favorite!

LUBBOCK MEMORIAL CIVIC CENTER

1501 Mac Davis Lane
Banquet Hall

MAY 3, 2009
11:00 am - 2:00 pm

\$30.00 Family pass (2 adults, 2 children)
\$20.00 Couple pass (2 adults)
\$14.75 Adults
\$10.75 Children over 5
TICKET PRICES INCLUDE SERVICE FEE

TICKETS AVAILABLE AT THE DOOR OR THROUGH SELECT-A-SEAT, 770-2000
Lubbock Arts Alliance | 806-744-2787 | www.lubbockarts.org

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



Sponsor

\$1,000 Cash

or

\$3,000 In-Kind Services

- **Naming rights to Arts Festival Art/Stage/Print (Select One) Value: \$3,000**
(Example "Company XYZ's Juried Gallery")

Arts

Demonstrating Artists
Juried Gallery
Invitational Gallery

Stages

Dance Performance Stage
Theater Performance Stage

- **Signage at Arts Festival Art/Stage/Print Value: \$1,000**
- **Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000**
- **Six tickets to all Arts Festival events Value: \$660**
Premiere Night \$180 Sponsorship Appreciation Event \$240
Spotlight Entertainment Performance \$180 Golden Fork Culinary Competition \$60
- **Unlimited number of General Admission Passes for employees and customers Value: TBD**

- **Media and Promotions Value: \$10,000**
 - Inclusion in all online media marketing
 - Screens at event
 - Company name mentioned in press releases and other media announcements

Home Depot Art Activity



- **Volunteer opportunities for employees**

Sponsor Signage



Friend of the Festival

\$500 Cash

or

\$1,500 In-Kind Services

- **Signage at Arts Festival** *Value: \$1,000*
- **Four tickets to all Arts Festival events** *Value: \$340*
 - Premiere Night \$120
 - Sponsorship Appreciation Event \$160
 - Spotlight Entertainment Performance \$120
 - Golden Fork Culinary Competition \$40
- **Unlimited number of General Admission Passes for employees and customers** *Value: TBD*
- **Media and Promotions** *Value: \$10,000*
 - Inclusion in all online media marketing
 - Screens/banner at event
 - Company name mentioned in press releases and other media announcements
- **Volunteer opportunities for employees**

Screen at event



Banners at event



Art Activities for Children



Lubbock Arts Festival

MEDIA SUMMARY

Based upon prior year's media

Print Advertising Value \$15,000

- Full page advertisement in the **Lubbock Avalanche Journal's** "GO!" Entertainment Tabloid
 - Circulation of 61,000
- Half page advertisements in **Lubbock Avalanche Journal's** "Living" section
 - Circulation of 55,000
- Advertisements and articles in the *Golden Gazette*, Lubbock's Senior Newspaper
 - Circulation of 8,000 to 60 different locations
- Advertisements and articles in *Latino Lubbock*
 - Circulation of 10,000 to 100 different locations
- Advertisements and pictorial in **Lubbock Magazine: Fine Living on the Llano Estacado**
 - Circulation of 8,700 to 115 different locations
- Advertisements and article in *Lubbock Home & Family Magazine*
- 80,000 stuffers
 - Distributed at venues such as Home Depot
- 5,000 full color invitations sent to a regional mailing list
- Posters and rack cards distributed to surrounding communities
- Table tents at local hotels and restaurants
- Listings in state-wide publications such as **Texas Highways**, **Texas Monthly**, and **Texas Festivals**

Television /Radio Advertising Value \$35,000

- Commercials on ABC, CBS, NBC, FOX affiliates
- Commercials on PBS, Suddenlink cable, and GAP Broadcasting
- Live shots from event including morning, noon time, and evening news broadcast
- Appearances on morning, noon time, and evening news broadcasts

Other Media Value \$10,000

- Electronic banners on lubbockonline.com (10,000 hits per day)
- Electronic banner on Lubbock Chamber of Commerce Monday Memo
- Electronic billboards throughout Lubbock
- Promotion in the "Lubbock Fun Club" e-mail newsletters to 11,000 households
- E-Mail Blast
- Website
- Screens at event
- Banners at event

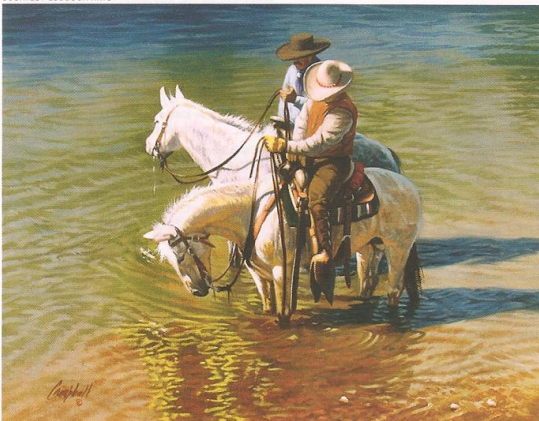
Ticket to American State Bank's
Premiere Night



Article in Texas
Highways Magazine

THE TRAVELER: APRIL
Events

COURTESY LUBBOCK ARTS



Oil Discoveries in Lubbock
NATIVE TEXAN DUWARD CAMPBELL WILL be the featured artist at the **30th annual Lubbock Arts Festival, April 18-20**, Lubbock Memorial Civic Center, 1501 Mac Davis Lane. The noted Texas Tech graduate's artistic pursuits have included painting, photography, architectural design, et al., and his work is part of many private and public collections nationwide. The festival will show the work of 150 visual artists from throughout the country; offer juried and invitational galleries, children's art, fine arts and crafts, string quartets, cowboy poets, Celtic dancers, clay and watercolor demonstrations, and a gigantic chalk mural; and host a concert by Texas favorite Delbert McClinton. For more information, contact the Lubbock Arts Alliance at 806/744-2787; www.lubbockarts.org.