



FEAST ^{OF} LANTERNS

2023 | SPONSORSHIPS



A TIMELESS EVENT

The Feast of Lanterns began in the 1890s as a community celebration and fundraiser for the benefit of Near-Eastside neighborhoods. It has a long history and personal connections for many Near Eastside residents, and many of the surrounding neighborhoods consider it a part of the fabric of the city itself. The event continues as a way for our community to celebrate achievements, promote local business, and bring neighbors together. The event also draws attention to the beauty and resources of Spades Park, the historic urban park and nature sanctuary.

A successful Feast of Lanterns is:

- **FUN** — live music, artisan vendors, and great local food and beverages
- **FAMILY FRIENDLY** — kids activities, park awareness, and full-time event security
- **FREE TO ATTEND** — inclusive, socially and economically conscious, and promoting local services of benefit
- **FINANCIALLY SUSTAINABLE** — hosting a great event and giving back to our community through return of investment to the neighborhoods and Spades Park

 **August 26, 2023** from **4 - 11 PM**

 **Spades Park** | 1800 Nowland Avenue, Indianapolis, IN 46201



ENGAGING THE COMMUNITY

The Feast of Lanterns is a premier event for the city of Indianapolis and in particular for the Near Eastside. There is a rich history of local business and community organizations benefitting from attendance and sponsorship of this event. Past major sponsors include Kan-Kan Cinema and Brasserie, John Boner Neighborhood Centers, Chase, Angie's List, Community Health Network, Eskenazi Health, Indy Eleven, and Citizen's Energy. Your contribution supports the event and engages the neighborhoods and city so closely connected to it.

Typical expected attendance is thousands of engaged individuals from our diverse and fast growing community and the larger metro area. We have a robust presence on social media and routinely get attention from traditional media outlets like the Indianapolis Star, IndyStyle on WISH-TV, 92.3 WTTS, and IndyGo.

We consider our sponsors to be a part of the event itself as it represents your trust in our organization and your commitment to the near eastside community and the city of Indianapolis. Support for the 2023 Feast of Lanterns can be accomplished at various levels, ranging from \$100 to \$10,000. Details of the sponsorship levels can be found on the following pages.



TITLE SPONSOR

1 OF 2 REMAINING

\$10,000 | **Feast of Lanterns “Presented by (insert your name)”**

Build your brand in the biggest way we can offer. Your name will be connected to one of the most beloved events in the city. Leading up to the event, you'll have prime website placement on the event homepage and tags across social media. At the event, your logo will take center stage, literally, on the banner atop our main stage. You'll have prime access to the event, plus \$200 worth of food and drink tickets that can be used at all food trucks and beverage vendors.

PERKS INCLUDE:

- Extra large logo and link on website
- Extra large logo on printed media
- Logo on main stage banner
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements, including two custom messages
- 18+ Linked mentions on social media (3000+ followers)
- 3 Free booth spaces (10' x 10' each) at the event if desired
- \$200 in food & drink tickets
- Thank you package



ENTRANCE SPONSOR *(Multiple)*

\$5,000

Be a part of the magic and excitement as guests first arrive. Imagine the feeling of walking up to the park, the music from the stage growing louder with each step, the smell from the food trucks wafting through the air, and your brand there to greet them. Each of the 5,000+ visitors entering the event will be greeted by your logo, and you'll have prime placement on the stage sponsor banner.

PERKS INCLUDE:

- Large logo and link on website
- Large logo on printed media
- Logo on entrance signage and at nearby parking area
- Large logo on side stage banner
- Logo on "thank you" signs around the park
- Emcee stage mentions/announcements, including one custom messages
- 12+ Linked mentions on social media (3000+ followers on Facebook, Instagram, Twitter)
- 2 Free booth spaces (10' x 10' each) if desired
- \$150 in food & drink tickets
- Thank you package

TARGETED SPONSORSHIPS

Elevate your support through targeted sponsorship. A step up from Mid-Level sponsorships, you can direct your donation and branding to a specific aspect of the event.

ARTISTS ROW

\$3,000

PERKS INCLUDE:

- Logo on signage within **Artists Row**
- Large logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements, including one custom messages
- 8+ Linked mentions on social media
- Free booth space (10’ x 10’) if desired
- \$60 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

NEIGHBORHOOD ROW

– OR – **VOLUNTEERS**

\$2,000

PERKS INCLUDE:

- Logo on signage within **Neighborhood Row**
- - or - on **Volunteer Marketing**
- Medium logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements
- 6+ Linked mentions on social media
- Free booth space (10’ x 10’) if desired
- \$40 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

FOOD – OR – KID ZONE

\$1,000

PERKS INCLUDE:

- Logo on signage in food areas
- - or - on signage within **Kid Zone**
- Medium logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements
- 4+ Linked mentions on social media
- Free booth space (10’ x 10’) if desired
- \$20 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

MID-LEVEL SPONSORSHIPS

The prestige of sponsorship with the flexibility to meet your marketing goals.

Select from the options below to best match your objectives in connecting with our followers and/or event attendees.

\$3,000 LEVEL *(Multiple)*

PERKS INCLUDE:

- Logo on side stage banner
- Large logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements, including one custom messages
- 8+ Linked mentions on social media (3000+ followers)
- Free booth space (10’ x 10’) if desired
- \$60 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

\$2,000 LEVEL *(Multiple)*

PERKS INCLUDE:

- Logo on side stage banner
- Medium logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements
- 6+ Linked mentions on social media (3000+ followers)
- Free booth space (10’ x 10’) if desired
- \$40 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

\$1,000 LEVEL *(Multiple)*

PERKS INCLUDE:

- Logo on side stage banner
- Medium logo on marketing
- Logo on “thank you” signs around the park
- Emcee stage mentions/announcements
- 4+ Linked mentions on social media (3000+ followers)
- Free booth space (10’ x 10’) if desired
- \$20 in food & drink tickets (Additional tickets can be purchased for \$1 each)
- Thank you package

GENERAL SPONSORSHIP

There's no such thing as a small contribution. Every dollar, every man-hour, every donation is vital to fulfilling our mission and our audience knows this. Be counted among those supporting the event and our neighborhood with the following benefits.

LANTERN LOVER \$500 *(Multiple)*

PERKS INCLUDE:

- Small logo and link on website and printed media
- Logo on "thank you" signs around the park
- Emcee stage mentions/announcements
- 3+ Linked mentions on social media (3000+ followers on Facebook, Instagram, Twitter)
- Free booth space (10' x 10') at the event if desired
- Thank you package

FRIENDS OF FEAST \$100 *(Multiple)*

PERKS INCLUDE:

- Name and link on website and on printed media
- Logo on "thank you" signs around the park
- Emcee stage mentions/announcements
- 2+ Linked mentions on social media (3000+ followers on Facebook, Instagram, Twitter)
- Thank you package

DONATIONS-IN-KIND

GOODS & SERVICES | Various levels of sponsorship

We are always looking for new opportunities and relationships to improve the quality of the event. If you're able or interested in providing power resources, advertising, volunteer services, or event logistics, or if you have another creative way you'd like to support please let us know.

 facebook.com/indyfol

 [@indyFOL](https://twitter.com/indyFOL)

 indyfol.org

 martha@indyfol.org

SPONSOR AGREEMENT

Sponsor / Organization Name: _____

Primary Contact: _____ Title: _____

Phone Number: _____ Email: _____

Mailing Address: _____ (city) _____ (state) _____ (zip)

SPONSORSHIP LEVEL

☐ Title Sponsor \$10,000

☐ Entrance Sponsor \$5,000

☐ Targeted Sponsor (Select)

☐ Artist Row \$3,000

Choose ☐ Neighborhood Row \$2,000

One ☐ Volunteer Sponsor \$2,000

☐ Food Trucks \$1,000

☐ Kid Zones \$1,000

☐ Mid-Level Sponsor (Select)

☐ \$3,000

Choose ☐ \$2,000

One ☐ \$1,000

☐ Lantern Lover Sponsor \$500

☐ Friends of Feast Sponsor \$100

☐ Donation-In-Kind

MAILING ADDRESS

Lanterns Foundation
1236 Windsor Street
Indianapolis, IN 46201

PAYMENT TERMS

Make check payable to:
Lanterns Foundation
Please send payment before: July 30, 2023
(EIN: 47-3930619)

HIGH RESOLUTION LOGO

Email to: martha@indyfol.org

Signature: _____ Date: _____