

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



February 9, 2023

County Judge Curtis Parrish
Lubbock County
P.O. Box 10536
Lubbock, Texas 79408

RE: 45th Annual Lubbock Arts Festival, April 15-16, 2023

Dear Honorable Judge Parrish:

It is our understanding that from time to time, Lubbock County receives funds that can be spent to promote the arts. If those funds are available this year, we would ask that you would once again consider sponsoring the award-winning Lubbock Arts Festival. The event will be held at the Lubbock Memorial Civic Center, April 15-16, 2023.

Last year over 10,000+ people attended the event including 1,600 2nd grade students – 60% of whom live below the poverty level. The majority (70%) of those that attend this event live in Lubbock County. The annual Lubbock Arts Festival always features: local, regional, and national visual artists; demonstrating artists; galleries of artwork; Children's Art Area; Premiere Night; Young Artist and Writer's Competitions; performance stages with singers, dancers, and actors; and special visual art exhibits and concerts. I have attached a flyer with highlights of the 2023 event.

For the second consecutive year, the Lubbock Arts Festival (2022) was honored as the "Best in Texas" by the Texas Festivals & Events Association (TFEA) at its annual conference in San Antonio. This award recognizes the Lubbock Arts Festival as the "Best Overall Event" in the state in its budget category.

Our goal is to provide Lubbock and the surrounding communities with a family friendly, wholesome event which showcases the arts. The Arts Festival is accessible to the public through a very low general admission price of \$5 for adults and children 12 and under FREE when accompanied by an adult; moreover, the majority of the activities, such as the "Make & Take" art projects for children, are free of charge. *Our 2008 Honorary Chairperson, Don Graf, said he had never seen so many families together on a Sunday afternoon like he had at the Arts Festival.* For many years the Lubbock Arts Alliance, a 501 (c) 3 independent non-profit organization, has worked very hard to make the annual Arts Festival a very special event for everyone who attends.

Lubbock Arts Alliance
P.O. Box 5092, Lubbock, Texas 79408
806-744-ARTS (2787) ^www.lubbockarts.org

We also believe that last year's involvement with the Arts Festival was very beneficial to Lubbock County. Through its participation, Lubbock County demonstrated its commitment to economic development and quality of life in the area. The Arts Festival has an economic impact of \$1.2 million and generates more than 231 hotel room nights. The Arts Alliance was able to recognize Lubbock County through inclusion in marketing materials, onsite signage, and free admission passes for employees. ***Please note: Lubbock County has been a sponsor of the Lubbock Arts Festival for the past fifteen years.***

Needless to say, we want the Arts Festival to continue on its successful path, but it has been challenging due to fluctuations in donations and sponsorships. Please know that we are trying to do everything possible to overcome this situation by seeking new sponsorships and cutting costs, but we are still coming up short of what we need for the event. As such, we are turning to our friends, such as you, to help us make it through.

We will gratefully accept assistance in any amount, and any amount would, in fact, make a huge difference for the event. We would also gladly honor Lubbock County as a sponsor of the event at the appropriate giving level as found in the enclosed underwriting packet.

If any additional information is needed, my contact information is below.

As always, we appreciate your time and consideration.

Sincerely,



Elizabeth Grigsby, CFRE, CFEE
Executive Director
806-252-6162 (Mobile)
execdir@lubbockarts.org
lubbockartsfestival.org



45th Annual Lubbock Arts Festival

APRIL 15-16, 2023

Saturday: 10am - 6pm | Sunday: Noon - 5pm

Lubbock Memorial Civic Center
1501 Mac Davis Ln. | Lubbock, TX

806-744-2787 | lubbockartsfestival.org

The Lubbock Arts Festival is the largest fine arts and crafts show in West Texas and the marquee event of the **Lubbock Arts Alliance**.



**GENERAL
ADMISSION**

\$5 for adults, children 12 & under **FREE** with paid accompanying adult

THEME

A musical celebration of the **45th anniversary** of the **Lubbock Arts Festival** with a theme of **"The Beat Goes On."**

**THEMATIC
HIGHLIGHTS**



"PAINTER OF MUSIC: THE ART OF JULIE BORDEN, AKA "JULEEZ"

Hand painted guitars, fiddles, and ukuleles by artist Julie Borden of Millsboro, Delaware. As a "Painter of Music," Borden has spent the last 20 years focusing on hand painted musical instruments, colorful music themes in her paintings and being known for her signature curvy piano keyboards and use of color. She has completed more than 1,000 commissioned works of art and her clients include The Forum Shops at Caesars Palace, The Hollywood Bowl, The OSCAR'S, and her cello's are featured in the music videos of The Piano Guys. Borden's corporate mural paintings can be seen in various bank lobbies and office buildings in New York, and throughout the New England region. To learn more, www.juleez.com. This exhibit is made possible by the Helen Jones Foundation, Inc.

"SIGNED, SEALED, DELIVERED: MUSIC, MEMORY, & MEMORABILIA."

This exhibit includes sixty professionally framed pieces from the Glen Sample Ely Music Memorabilia Collection. Spectators will delight in the unique, authenticated posters, flyers, cards, ticket stubs, autographed photographs, and albums from music legends like The Beatles, Led Zeppelin, Jimi Hendrix, the Rolling Stones, and Janis Joplin. They are presented by the Southwest Music Archive—Southwest Collection/Special Collections Library at Texas Tech University.

"PARADOX TRAVELING ART."

Housed in a converted school bus, the mobile art gallery features an interactive light and sound installation by El Paso/Juarez artist, Laura Turón.

"WORLD MUSIC STAGE."

Performance stage featuring Texas Tech University Tango Orchestra, Mariachi los Mata-dores, Great Promise for American Indians, among others! Presented by the Texas Tech University International Cultural Center, K-12 Global Education Outreach.

HIGHLIGHTS OF THE EVENT



- **CAROL FLUECKIGER, *Featured Artist***. Her mixed-media bicycle paintings evoke the sensory experience of West Texas weather such as the sound and motion of wind, fading sunlight and shifting temperatures. Her signature technique builds on cyanotype, a light-sensitive process that she blends with painting and drawing. She is a Professor of Art at Texas Tech University. Presented by The **CH** Foundation.



- **100 visual artists** from around the nation showing and selling their artwork in the mediums of painting, jewelry, pottery, mixed-media, photography, fiber, leather, and wood
- Demonstrating artists
- Juried Gallery with merit awards
- Children's Art Area with **FREE** "Make & Take" art activities
- **ARTCARTS** with **FREE** packaged art projects
- Young Artist & Young Writer's Competitions
- Stages featuring musicians, actors, and dancers
- **"Selfie Stations"** with interactive photo opportunities



SPECIAL TICKETED EVENTS



OPENING CEREMONY OF THE 45TH ANNUAL LUBBOCK ARTS FESTIVAL & PREMIERE NIGHT

FRIDAY, APRIL 14, 2023 | 6PM - 9PM | Lubbock Memorial Civic Center

ITENERARY

Opening Ceremony

2/3 Banquet Hall | 6PM - 7PM | Gourmet BBQ Dinner to be served, Cash Bar
Honoring Maines Brothers Band as "Champion of the Arts"

Premier Night

7PM - 9PM | Exhibit Hall | Desserts, Coffee, Cash Bar
Featured Artist, Carol Flueckiger, 100 visual artists from around the nation showing and selling their work, Demonstrating Artists, Juried Gallery, special exhibits & performances.

LUBBOCK LIGHTS: MAINES BROTHERS BAND - BLOODLINES

SATURDAY, APRIL 15, 2023 | Doors Open @ 6PM | Concert Starts @ 7PM | RESERVED SEATING

All the original members of Maines Brothers Band back together for a one-night only concert playing favorite hits including "Break the Fall" and "Amarillo Highway."

Presented by the Texas Tech University Presidential Lecture & Performance Series.

PABLO ASLAN & TEXAS TECH TANGO ORCHESTRA CONCERT

SUNDAY, APRIL 16, 2023 | Doors Open @ 1PM | Concert Starts @ 2PM | OPEN SEATING

"We're in a golden age of jazz-tango fusion, and bassist Pablo Aslan is one of the main reasons. (...) His pulsing lines are the heartbeat of a new music." JAZZIZ

Argentine-born musician and producer Pablo Aslan is recognized internationally as one of the leading figures in contemporary tango. His discography includes Piazzolla in Brooklyn (2011), and Tango Grill (2009). The latter earned him nominations for a Latin Grammy and a Grammy awards. Aslan will be accompanied by the Texas Tech University Tango Orchestra.



MAINES BROTHERS BAND



TEXAS TECH TANGO ORCHESTRA & PABLO ASLAN

Lubbock Arts Festival

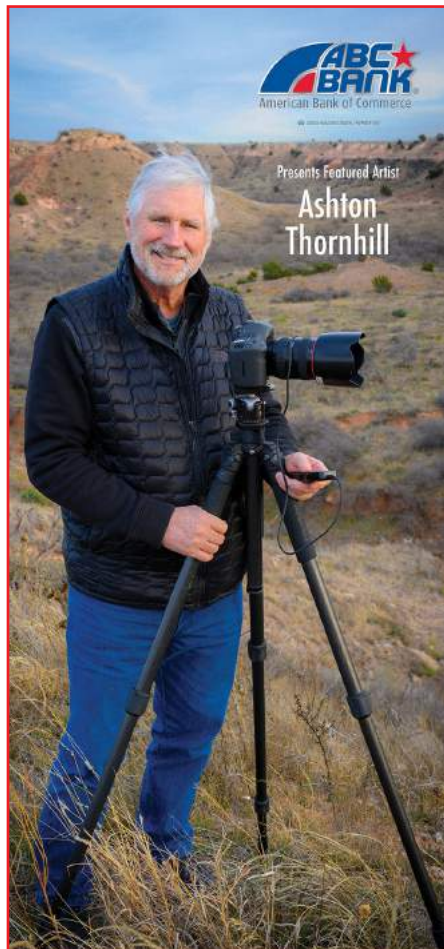
Sponsorship
Opportunities!

Lubbock
Arts
Alliance
Art for All!



The award-winning Lubbock Arts Festival is the largest fine art event in West Texas. Over 10,000+ people attend the two-day celebration each year. The event includes visual artists from around the nation showing and selling their artwork; performance stages with musicians, actors, and dancers; demonstrating artists; children's art area; special exhibits and entertainment. The Lubbock Arts Festival is the marquee project of the Lubbock Arts Alliance, a non-profit organization dedicated to fostering the creation, understanding, and enjoyment of the arts.

Why sponsor the Lubbock Arts Festival?



Lubbock Arts Festival 2021

THE LUBBOCK ARTS FESTIVAL IS A PRESTIGIOUS EVENT.

- Recognized as the largest fine art and craft event in West Texas
- The Arts Festival has been an annual event for the past 40 years
- Awarded "Best Overall Event" in its budget category by Texas Festivals and Events Association



THE LUBBOCK ARTS FESTIVAL HAS AUDIENCE LOYALTY.

- Over 10,000+ individuals attend the event each year
- Safe, family-oriented event that has a favorable ethnic mix
- Event engages all five senses of the customer: sight, touch, taste, smell, and 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, print, and on-line
- Utilizes non-traditional media including website, e-mail blasts, electronic billboards, t-shirts, posters, online advertising

THE LUBBOCK ARTS FESTIVAL OFFERS VALUE FOR SPONSORSHIPS.

- Turn-key sponsorship opportunities
- Exhibit space
- Onsite company visibility
- Category exclusivity
- Naming rights to Arts Festival areas
- Signage
- Inclusion in marketing collateral
- Tickets to Arts Festival events
- Volunteer opportunities
- Unlimited Free Admission Passes for employees and customers
- Fulfillment report to gauge ROI

LEVEL	AREAS	RECOGNITION "PERKS"
<p>■ PRINCIPAL Sponsor Level \$5,000 - \$15,000 Cash <i>Naming rights to Arts Festival Area or Event (Select One)</i></p> <p>Value: \$7,500 (Example: "Company XYZ's Spotlight Performance")</p>	<ul style="list-style-type: none"> • Admissions Area/Free Admission • Children's Art Area (KidSTOPS) • Exhibit Hall Area • Special Visual Art Exhibit • Premiere Night • Spotlight Performance 	<ul style="list-style-type: none"> • Signage throughout selected Arts Festival Area or Event Value: \$1,000 • Exhibit/display/booth space at Lubbock Arts Festival Value: \$1,000 • Opportunity to distribute collateral/offer samples to Arts Festival patrons Value: \$1,000 • Ten tickets to select Arts Festival events • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value \$50,000+ • Logo in television commercials • Logo in printed materials including newspaper advertisements, posters and programs • Inclusion in all online media marketing • Full page ad in official Arts Festival program • Screens at event • Volunteer opportunities for employees
<p>■ VISIONARY Sponsor Level \$2,500 Cash <i>Naming rights to Arts Festival Event/Print/Stage (Select One)</i></p> <p>Value: \$5,000 (Example: "Company XYZ's Performance Walkway Stage")</p>	<ul style="list-style-type: none"> • T-Shirts • Performance Walkway Stage • Young Artist & Writer's Competition • Demonstrating Artists • Featured Artist 	<ul style="list-style-type: none"> • 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 select Arts Festival events Value: \$880 • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value: \$30,000+ • Logo in television commercials • Inclusion in online marketing • Screens at event • Volunteer opportunities for employees • Logo in printed materials including newspaper advertisements, posters and programs
<p>■ SPONSOR Level \$1,000 Cash <i>Naming rights to Arts Festival Area (Select One)</i></p> <p>Value: \$3,000 (Example: "Company XYZ's Patron Rest Area")</p>	<ul style="list-style-type: none"> • VIP Parking • Artist Hospitality • Patron Rest Area • Maps/Schedules 	<ul style="list-style-type: none"> • Signage at Arts Festival Value: \$1,000 • Six tickets to select Arts Festival events Value: \$660 • Unlimited number of General Admission Passes for employees and customers Value: TBD • Media and Promotions Value: \$10,000 • Logo in official Arts Festival program • Inclusion in online marketing • Screens at event • Volunteer opportunities for employees
<p>■ FRIEND of the Festival \$500 Cash</p>		<ul style="list-style-type: none"> • Signage at Arts Festival Value: \$1,000 • Four tickets to select Arts Festival events Value: \$340 • Inclusion in online media marketing • Volunteer opportunities for employees

Lubbock Arts Festival Media Summary from the 2021 Event

Television Advertising (NBC affiliate, KCBD)

- Target: 13 counties in West Texas and New Mexico: 137,232 households
- Reach: 97.6
- Impressions: 802,000
- Frequency: 6.0

Television Advertising (PBS, KTTZ-TV)

- Target: 147,700 TV households, with a population just over 400,000
- Reach: 99% of all households

Radio (Townsquare Media, KFMX, KFYO, KKAM, KKCL, KQBR, and KZII)

- On-air, 450 commercials (7/7-7/24)
- Gross impressions: 639,100 on-air
- 41% reach 12+ on-air

Radio (NPR, KTTZ-FM)

- Target: 147,000 households, with a population just over 400,000
- Reach: 29,000 listeners per week

Billboards (Lamar Advertising Company)

- Three digital billboards
- Delivered: 105,042 plays; 406,955 impressions

Newspaper (Lubbock Avalanche-Journal)

- Target: Lubbock and 40 surrounding counties
- Reach: 38,000 households
- Delivered: Four full-page, color advertisements

Print Materials (Parks Printing Company)

- 2,000 event programs direct-mailed to a regional list
- 3 postcards direct-mailed to a regional list
- 250 posters distributed to highly visible locations
- 2,500 free admission passes distributed through ABC Bank

Online Advertising (Facebook & Instagram)

- Target: 50 mile radius around Lubbock, Ages 25-54
- Reach: 83,487 People
- Impressions: 187,725 Ads Served
- Event Responses: 1,563 People
- Link Clicks to Website: 711
- Video Plays: 155,766

Website (The Owen Group)

lubbockartsfestival.org
7,000+ visitors

Other Online Advertising

- 323 online commercials for streaming radio with 31,203 impressions (Townsquare Media)
- Six, SEO optimized blog posts for 25,000 page views (Townsquare Media)
- Series of nine, highly engaging e-mail blasts to 19,800 patrons
- SMS text campaign promoting the event with 98% open rate

Public Relations

- Live shots from Lubbock Arts Festival for morning and afternoon broadcasts
- Appearances and interviews on afternoon news broadcasts

- Multiple interviews on radio stations
- On-air giveaways of VIP Ticket Packages for television and radio
- Newspaper articles
- Screens at Lubbock Arts Festival
- Signage at Lubbock Arts Festival

Our post-event survey, asking attendees how they had heard about the event, proved that we had used the correct media mix, namely: 22% newspaper; 11% radio; 35% television; 22% website; 46% social media; 49% e-mail; 34% word-of-mouth; and 39% direct mail.

Concert ticket



Example of online advertising



Poster



Example of full page program ad