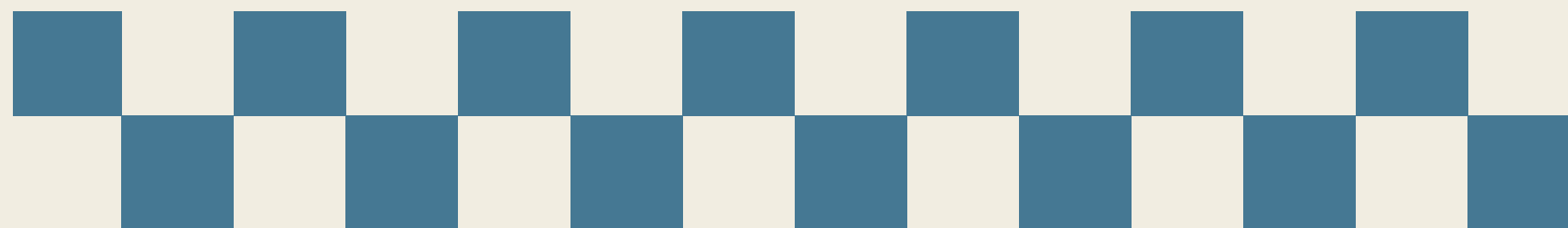




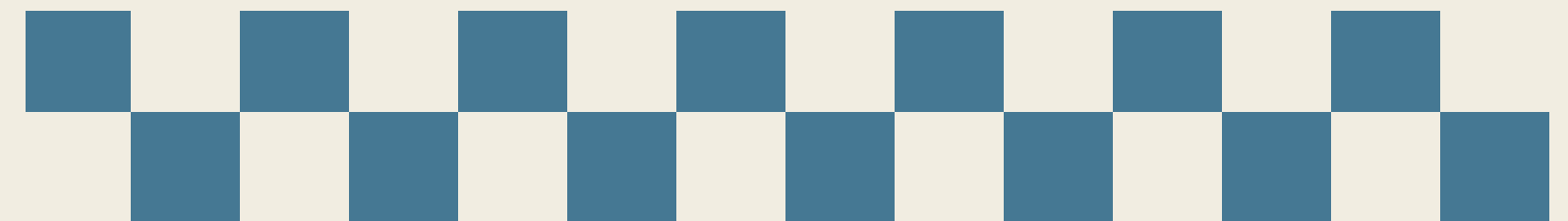
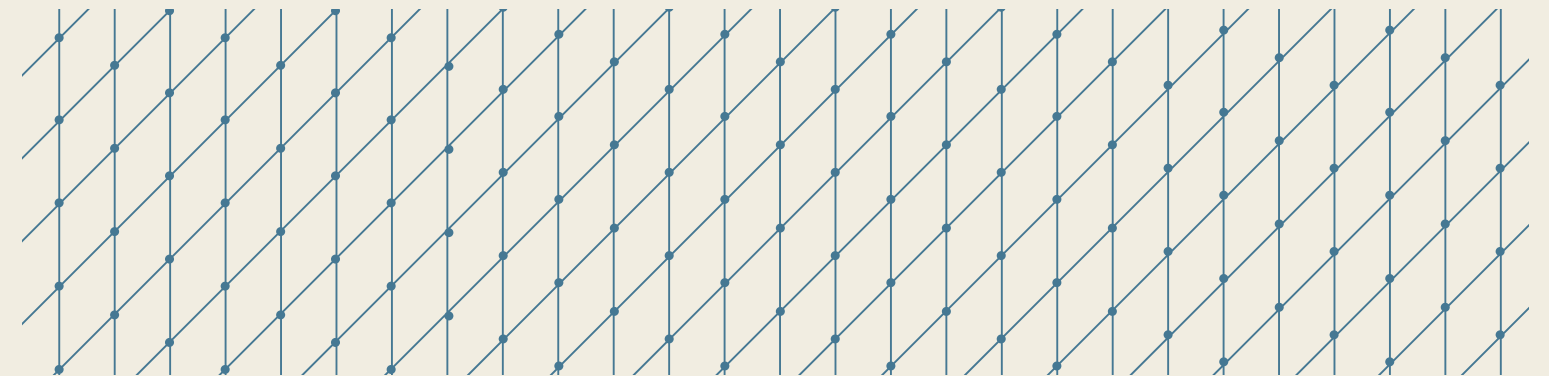
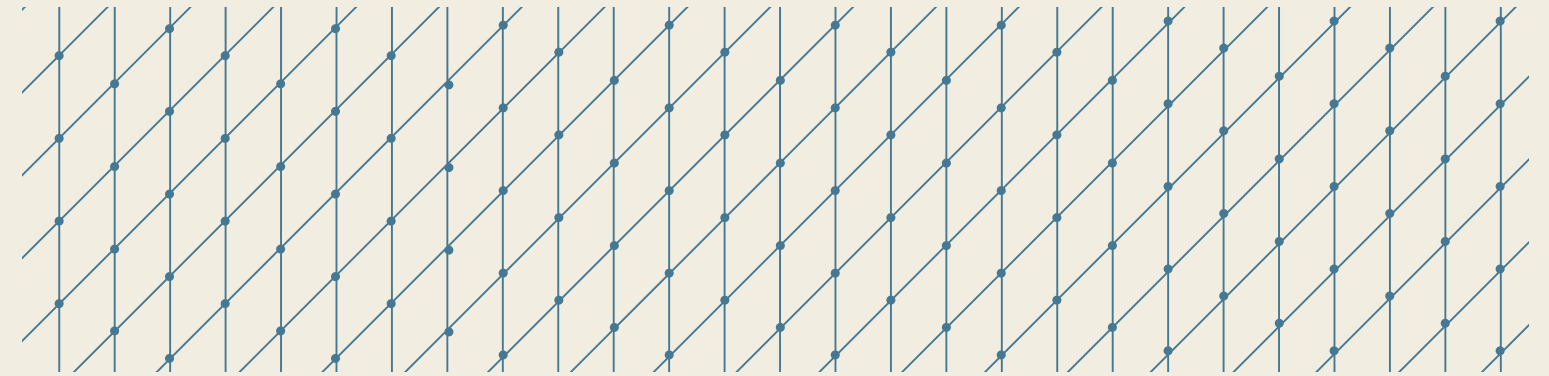
★ **FESTIVAL FOR THE ARTS** ★
LUBBOCK LIVE
AUGUST 23, 2025



WHO WE ARE

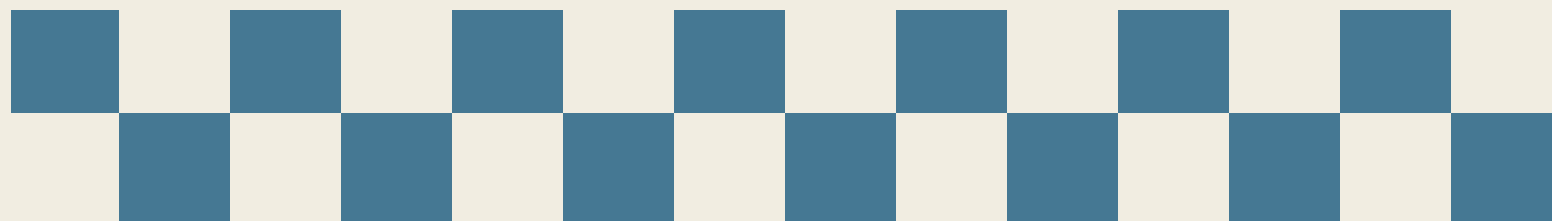
The purpose of Lubbock Live Festival for The Arts is to give back to the local arts community. To gather local artists that make our city great in one place to show Lubbock just how much art is present in our community.

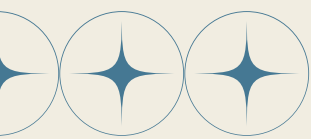
Our event is intended to give each visitor the opportunity to connect with artists, musicians, and performers in our area. Ensuring the highest quality of event, we anchor it strongly within the community of Lubbock as well as online. We invite you to join us!



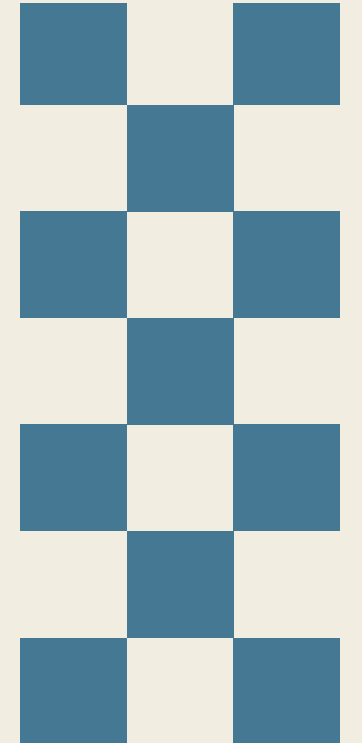
LUBBOCK LIVE'S MISSION

Raise awareness for Lubbock citizens who may have been uninformed about the wonderful are happening all around us, while simultaneously giving back to and supporting local artist and giving back to our city.





GENERAL OVERVIEW



01

DATE FOUNDED

Formed in 2020. First festival in 2021

02

PAST BENEFICIARIES

LISD Fine Arts Department
East Lubbock Art House
Lubbock Roots Historical Arts Council
The Wallace Theater

03

TOTAL DONATIONS RAISED

\$30,400 over the past four years

04

THIS YEAR'S BENEFICIARY

Lubbock Youth Orchestra

05

PAST ATTENDANCE

2021 - 460

2022 - 450

2023 - 350

2024 - 410

06

ARTISTS & VENDORS

30+ Local Artists & 20+ Local Vendors

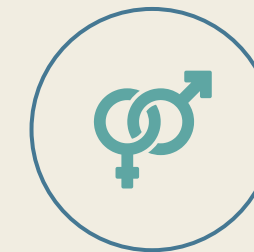


TARGET

AUDIENCE



AGE
All Ages



GENDER
Male and female



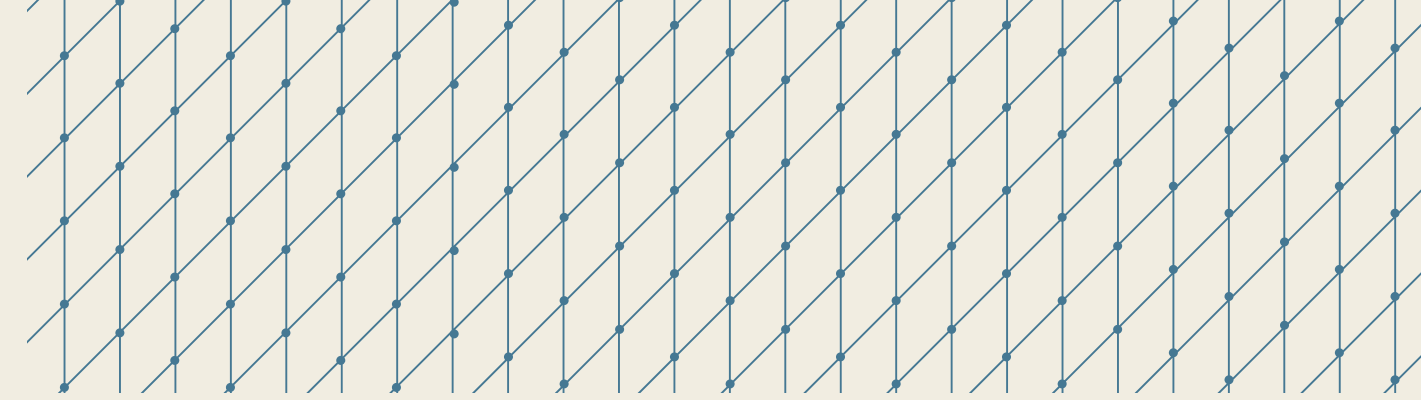
HOBBY
Music and Art



PROFESSION
Any Profession

COMMUNITY

IMPACT

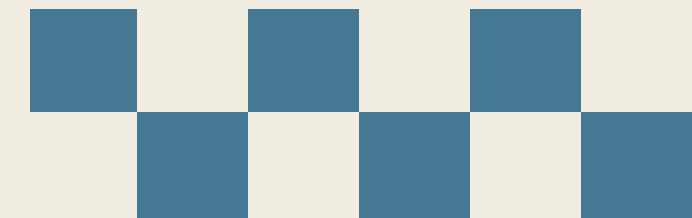


\$30,000 Donated to Arts programs in Lubbock

Since our first festival in 2021, we have donated \$30,000 to various local arts programs. Giving back to our arts community is an integral part of our organization's mission. We understand that the arts are an essential part of every community. The arts bring people together, from visual art showcases to contracting murals on buildings, from live music at a local restaurant to an all-day festival, from dance recitals to full ballets, and so on. The donations we have provided for our community have been vital in helping to support these programs with their yearly funding.

\$79,000 Paid to local Businesses

Festivals typically generate widespread revenue for local businesses of all sorts. Examples include security companies, print shops, sound production companies, local restaurants and food trucks, hotels, airports, and many more. Over the last four years, Lubbock Live has brought in an estimated \$79,000 in revenue to local businesses and the city of Lubbock.



COMMUNITY IMPACT

CONTINUED

\$45,000 Paid to local Artists

Along with the donations to our beneficiaries over the years, we have also made it a point to pay our artists for their time and expertise. Every single artist deserves to be fairly compensated for their work. Working only for exposure is not something we believe in. Since year one, we have paid local artists a sum total of \$45,000 for services rendered, not including out-of-town acts. Monetary support for local artists shows them that they are valued in our community and makes them want to continue to be based in Lubbock.



COMMUNITY IMPACT CONTINUED

Americans for The Arts have released the Arts & Economic Prosperity 6 (AEP6), which is an economic and social impact study of the nation's nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed findings on 373 regions from across all 50 states and Puerto Rico—ranging in population from 4,000 to 4 million—and representing rural, suburban, and large urban communities.

In 2022, nonprofit arts and culture organizations and their audiences generated \$151.7 billion in economic activity—\$73.3 billion in spending by the organizations, which leveraged an additional \$78.4 billion in event-related spending by their audiences. The impact of this economic activity is far reaching, supporting 2.6 million jobs, generating \$29.1 billion in tax revenue, and providing \$101 billion in personal income to residents. AEP6 sends a strong signal that when we support the arts, we are investing in both economic and community well-being.

With this study, they have released an economic impact calculator based on the numbers of similar communities that they have reviewed. All that is required is to input the population size, the organizations total operating budget, and how many people have attended your in-person events and it will calculate the projected Total Economic Impact that your organization has had in your area.

COMMUNITY

IMPACT

CONTINUED

Based on the last 4 years, with a total operating budget of \$241,079, and a total attendance of 1,890 (Both festival and fundraisers) at in-person events, this is the outcome of our total economic income:

TOTAL ECONOMIC IMPACT						
ARTS & ECONOMIC PROSPERITY 6	Total Expenditures	Jobs	Household Income	Local Government Revenue	State Government Revenue	Federal Gov Tax Revenue
Organization(s):	\$241,079.00	5	\$186,783.00	\$4,954.00	\$7,457.00	\$37,731.00
Audiences:	\$88,094.00	1	\$43,727.00	\$2,497.00	\$3,415.00	\$8,004.00
Total:	\$329,173.00	6	\$230,510.00	\$7,451.00	\$10,872.00	\$45,735.00



COMMUNITY

IMPACT

CONTINUED



We are asking for \$15,000

to help with festival expenses such as Security, Sound, and Venue rental

With this ask, we would give you the benefits of our Middle Act Sponsorship, which includes:

Logo on the Main Stage Banner underneath the Headliner and Feature sponsors

Space reserved for a booth to promote, sell merch, etc.

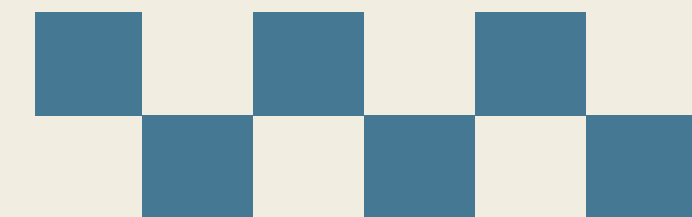
Logo on the t-shirts underneath the Headliner and Feature sponsors

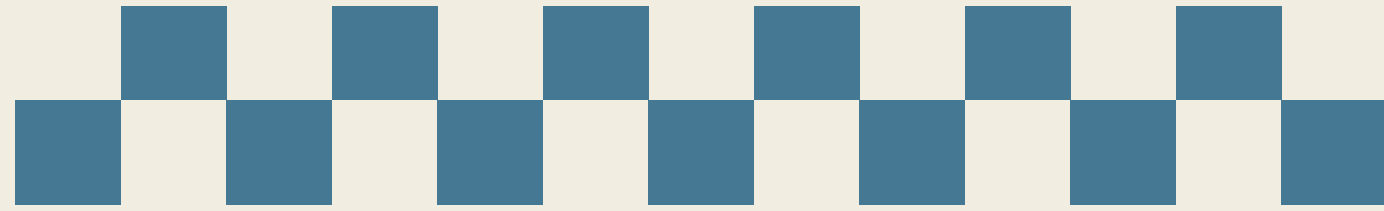
Name listed in the event program

Logo displayed on our website

A social media shoutout

5 free tickets and 2 free shirts





QUESTIONS?

THANK

YOU!

JEREMY COUTURE - FOUNDER & PRESIDENT



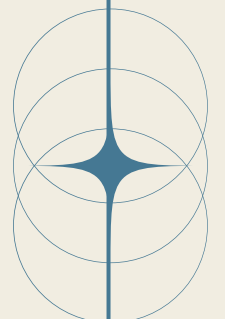
(806) 252-3407



lubbocklivefestival@gmail.com



www.lubbocklivefestival.com







Definitions:



Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

Jobs (Employment):

Employment data in IMPLAN is an annual average headcount of full time, part time, and seasonal employment. Note that a person can hold more than one job, so the job count is not necessarily the same as the count of employed persons. While IMPLAN employment adjusts for seasonality, it does not indicate the number of hours worked per day. It is not, therefore, equal to full time equivalents. This is the same definition used by the U.S. Bureau of Economic Analysis Regional Economic Accounts and the U.S. Bureau of Labor Statistics Census of Employment and Wages.

Household Income:

The total dollars paid to community residents as a result of the expenditures made by your arts and cultural organization and/or its audiences. Household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Government Revenue:

The total dollars received by local, state and federal governments as a result of the expenditures made by your arts and cultural organization and/or its audiences. Government revenue includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.