Now in its 21st year, this juried show is anticipated by residents in Lincoln and the surrounding region. The Lincoln Arts Festival moved to Canopy Street and the Railyard in the Historic Haymarket District in downtown Lincoln – the heart of Lincoln’s art scene. The change of venue was a great success with the following highlights:

- Attendance estimate: 10,000-12,000
- Estimated Artist Sales: $175,000
- 80 artists & makers
- 18 interactive art activities partners
- 18 performance partners
- Partnered with The Railyard, Downtown Lincoln Association, Haymarket Development Corporation, Pinnacle Bank Arena, Haymarket Farmer’s Market, Star City Pride, Canopy Street property owners, nearby businesses, and others
- More than $35,000 in in-kind marketing assistance for the festival
- Livestream reached nearly 3,000
- Festival-specific website www.lnkartsfest.com
- Marketing reach:
  - Online ad reach - 118,286 (does not include additional Lincoln Journal Star online ads)
  - Online ad impressions - 782,722
  - Landing page views – 534 (from ads)
  - Link clicks - 1,772
  - Online Ad recall lift - 16,000
  - 700 radio spots
A unique mix of prime location, discriminating clientele and a celebratory atmosphere combine to create a “can’t miss it” event.

Festival attendees report having disposable income, a portion of which is spent on dining, entertainment, and cultural activities. Arts festival attendees are inclined to support organizations that partner with the arts as well as placing a high value on supporting local business. It’s for these reasons we believe that sponsoring Lincoln Arts Festival will benefit you.

Your participation is deeply appreciated and comes with its own rewarding perks listed on the following pages. We are also happy to work with you to customize these sponsorship opportunities to fit your marketing and corporate stewardship needs. Your involvement comes with tremendous return and we welcome the opportunity to discuss how to make your experience with the Lincoln Arts Festival as rewarding as possible.
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
• $10,000

FINE ARTS AVENUE SPONSOR
• $5,000

WORLD MUSIC STAGE SPONSOR
• $5,000

LIVESTREAM SPONSOR
• $5,000

CREATIVE ZONE SPONSOR
• $2,500

CULINARY COURT SPONSOR
• $2,500

LINCOLN CALLING MUSIC SHOWCASE SPONSOR
• $2,500

EMERGING ARTIST SPONSOR
• $2,500

ARTIST HOSPITALITY SPONSOR
• $2,500

PATRON PROGRAM SPONSOR
• $2,500

ARTIST AWARD SPONSOR
• $1,000
PRESENTING SPONSOR

$10,000
LINCOLN ARTS FESTIVAL PRESENTED BY _____

EVENT RECOGNITION

• Your name/logo on highly visible signage including The Cube mega screen during the two-day festival and reaching up to 10,000 attendees
• Your name/logo on all Festival signage including Downtown Lincoln promotional banners/signs
• Opportunity for Sponsor Booth at Event
• Volunteer opportunities for your employees
• Opportunity for pre-Festival event(s) featuring local and Nebraska artists at your business/organization location

PRESS + WEB RECOGNITION

• Acknowledgement in Lincoln Journal Star advertising, reaching an audience of more than 500,000, and online social media advertising
• Recognition in the live radio remote from the event, serving more than 8,000 listeners
• Your name/logo featured on Festival website www.lnkartsfestival.org with link to your website
• Your name/logo on all Festival media marketing including TV, radio and online advertising
• Evergreen link on artscene.org for one year
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Recognition in all media including Friday Live on Nebraska Public Media, Art Link with Charlie Brogan on KFOR, and Neighborhood Extra section of LJS
• Recognition in L Magazine article
• Highlight article as Presenting Sponsor/Corporate Champion of the Arts in the LAC eNewsletter and on artscene.org
• Extensive social media recognition prior to Event
FINE ARTS AVENUE SPONSOR

$5,000
Your sponsorship supports the heart of the Festival -- 80+ visual artists from Nebraska and across the country selling their original pieces of fine art, working in a variety of mediums including clay, drawing, fiber, glass, jewelry, mixed-media, painting, photography, printmaking, sculpture and wood.

EVENT RECOGNITION

• Opportunity for Sponsor Booth at the Event
• Volunteer opportunities for your employees
• Opportunity for pre-Festival event(s) featuring local and Nebraska artists at your business/organization location

PRESS + WEB RECOGNITION

• Acknowledgement in Lincoln Journal Star advertising, reaching an audience of more than 500,000, and online social media advertising
• Recognition in the live radio remote from the event, serving more than 8,000 listeners
• Your name/logo featured on the Festival website www.lnkartsfestival.org with link to your website
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Your name/logo included in Festival media marketing including TV, radio and online advertising
• Evergreen link on artscene.org for one year
• Recognition in all media including Friday Live on Nebraska Public Media and Art Link with Charlie Brogan on KFOR and Neighborhood Extra section of LJS
• Recognition in L Magazine article
• Extensive social media recognition prior to Event
WORLD MUSIC STAGE SPONSOR

$5,000

Your sponsorship provides support for the Lincoln Arts Council to hire local musicians to provide free live entertainment and add to the energy of the event.

EVENT RECOGNITION

• Your name/logo featured on the World Entertainment Stage
• Opportunity to promote your business/organization prior to performances and introduce the entertainers
• Volunteer opportunities for your employees
• Opportunity for pre-Festival event(s) featuring local and Nebraska artists at your business/organization location

PRESS + WEB RECOGNITION

• Acknowledgement in Lincoln Journal Star advertising, reaching an audience of more than 500,000, and online social media advertising
• Recognition in the live radio remote from the event, serving more than 8,000 listeners
• Your name/logo featured on the Festival website www.Lnkartsfestival.org with link to your website
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Your name/logo included in Festival media marketing including TV, radio and online advertising
• Evergreen link on artscene.org for one year
• Recognition in all media including Friday Live on Nebraska Public Media, Art Link with Charlie Brogan on KFOR and Neighborhood Extra section of LJS
• Recognition in L Magazine article
• Extensive social media recognition prior to Event
LIVESTREAM SPONSOR

$5,000
Due to the success of the livestream at the 2021 Mayor’s Arts Awards and Lincoln Arts Festival, the LAC will continue to boost outreach through livestreaming services. In partnership with Basement Creators Network and Lincoln Calling TV, performances, art demonstrations and other elements of the event will be streamed live throughout the weekend. We will supplement the livestream with additional recorded content from partnering arts organizations to add to the vibrant online experience. The livestream will also be broadcast to The Cube, the large screen in the Railyard event space.

EVENT RECOGNITION

• Opportunity for Sponsor Booth at the Event
• Volunteer opportunities for your employees
• Opportunity for pre-Festival event(s) featuring local and Nebraska artists at your business/organization location

PRESS + WEB RECOGNITION

• Continuous featured branding on 20+ hours of livestream
• Air space in between live showcases for recurring sponsor advertising/commercials
• Acknowledgement in Lincoln Journal Star advertising, reaching an audience of more than 500,000, and online social media advertising
• Recognition in the live radio remote from the event, serving more than 8,000 listeners
• Your name/logo featured on the Festival website www.lnkartsfestival.org with link to your website
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Your name/logo included in Festival media marketing including TV, radio and online advertising
• Evergreen link on artsscene.org for one year
• Recognition in all media including Friday Live on Nebraska Public Media, Art Link with Charlie Brogan on KFOR and Neighborhood Extra in LJS
• Recognition in L Magazine article
• Extensive social media recognition prior to Event
LINCOLN CALLING MUSIC SHOWCASE SPONSOR

$2,500

Your sponsorship provides support for the Lincoln Arts Council to collaborate with Lincoln Calling to showcase some of Lincoln’s best seasoned and emerging bands at a Saturday evening concert in The Railyard.

EVENT RECOGNITION

- Your name/logo featured on signage and The Cube in The Railyard
- Opportunity to promote your business/organization at the concert
- Volunteer opportunities for your employees

PRESS + WEB RECOGNITION

- Link on artscene.org prior to Festival
- Recognition in the LAC eNewsletter, with a link to your website April through June
- Social media recognition prior to Event
CREATIVE ZONE SPONSOR

$2,500

Your sponsorship provides youth and families with free hands-on art activities to further explore thought and creativity. The necessity of art in our world shines through in our creative zones with interactive art installations and pop-up shops for total art emersion. This year we are exploring the idea of themes for our creative zones, with topics like “humans and the environment” and “industry and invention” sitting at the top of the list. As we curate these showcases, we look forward to further discussing these options with our sponsors to design experiences that are particularly relevant to our local community and the current social climate.

EVENT RECOGNITION

- Your name/logo featured prominently at the Creative Zone
- Opportunity to promote your business/organization at the Creative Zone
- Volunteer opportunities for your employees

PRESS + WEB RECOGNITION

- Link on artscene.org prior to Festival
- Recognition in the LAC eNewsletter, with a link to your website April through June
- Social media recognition prior to Event
- Solo branding on short post-production video designed to showcase the specific creative zone and its purpose
EMERGING ARTIST SPONSOR

$2,500

Your sponsorship provides local emerging artists the opportunity to exhibit and sell for free and includes artists from Lincoln’s diverse arts community.

EVENT RECOGNITION

• Your name/logo featured prominently on the Emerging Artist Tent
• Opportunity to promote your business/organization at the Emerging Artist Tent
• Volunteer opportunities for your employees

PRESS + WEB RECOGNITION

• Link on artscene.org prior to Festival
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Social media recognition prior to Event
ARTIST HOSPITALITY SPONSOR

$2,500

Your sponsorship supports artist and volunteer hospitality – two continental breakfasts, water and snacks throughout the two-day festival.

EVENT RECOGNITION

• Your name/logo featured prominently in the Artist and Volunteer Hospitality Area
• Opportunity to promote your business/organization in the Artist and Volunteer Hospitality Area
• Volunteer opportunities for your employees

PRESS + WEB RECOGNITION

• Your name/logo on all Artist and Volunteer marketing
• Link on artscene.org prior to Festival
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Social media recognition prior to Event
PATRON PROGRAM SPONSOR

$2,500

Your sponsorship supports the prestigious kick-off reception which opens the Festival and features the work of the Festival’s Emerging Artists. Festival patrons pre-purchase “art bucks” to be spent at the artist booths during the Festival.

EVENT RECOGNITION

- Your name/logo featured prominently at the Patron Program kick-off reception
- Opportunity to promote your business/organization at the Patron Reception
- Volunteer opportunities for your employees

PRESS + WEB RECOGNITION

- Your name/logo on all Patron Program marketing
- Link on artscene.org prior to Festival
- Recognition in the LAC eNewsletter, with a link to your website April through June
- Social media recognition prior to Event
CULINARY COURT SPONSOR

$2,500

Your sponsorship supports the Lincoln Arts Festival's first culinary art section featuring participating local chefs and the addition of international food truck pop-ups.

EVENT RECOGNITION

- Your name/logo featured prominently on signage around the culinary court

PRESS + WEB RECOGNITION

- Your name/logo on culinary court marketing
- Link on artscene.org prior to Festival
- Recognition in the LAC eNewsletter, with a link to your website April through June
- Social media recognition prior to Event
- Specialized social media video content featuring the 2022 culinary showcase and our sponsors branding
• **Best of Show Award** - $1000
• **Best of Nebraska Award** - $1000
• **Best Newcomer Award** - $1000
• **Mayor’s Choice Award** - $1000
• **Seven Awards of Excellence** - $1,000

**EVENT RECOGNITION**

• Your name/logo featured prominently on signage at winners’ booths
• Volunteer opportunities for your employees

**PRESS + WEB RECOGNITION**

• Your name/logo on juried art competition marketing
• Link on artsscene.org prior to Festival
• Recognition in the LAC eNewsletter, with a link to your website April through June
• Social media recognition prior to Event
LINCOLN ARTS FESTIVAL SUPPORTER

A gift of any amount will make a difference and ensure the Lincoln Arts Festival remains a cultural and family tradition for years to come.

Go to www.Inkartsfest.com and donate today!
ABOUT LINCOLN ARTS COUNCIL

Your sponsorship of the Lincoln Arts Festival helps to underwrite the many programs and services that the Lincoln Arts Council (LAC) offers. For more than 50 years LAC has provided Lincoln with arts engagement opportunities and events like the Mayor’s Arts Awards. Now in its 44th year, the Mayor’s Arts Awards affirms the value of the arts in our community and inspires sustained development of our cultural sector to benefit all who live in Lincoln. We facilitate our expanding educational programs like upstArt, an artist-in-residence program devised to serve under-resourced children and youth at risk, giving them hands-on art experiences. UpstArt partners with organizations that serve vulnerable communities in neighborhoods across the city. LAC provides project grants for other nonprofit arts organizations to support community outreach through the arts reaching thousands with music, theatre, film and visual art. LAC represents our local arts community on a national platform working with Americans for the Arts as partners in facilitating the gathering of data for Arts & Economic Prosperity studies. The most recent study provided compelling evidence that the nonprofit arts and culture sector is a $99 million industry in the City of Lincoln. It supports nearly 3,000 full-time equivalent jobs and generates $9.8 million in local and state government revenue.
Championing the arts, connecting people, changing lives.