

Buy Local Fair 2021
Sponsor Packet



We're Back! Buy Local Fair 2021

Saturday, August 14, 12n-4pm * Louisville Water Tower Park

After the long winter of COVID-19, we are ready to have a party about buying local! The Louisville Independent Business Alliance is preparing a community event focused on our local, independent businesses at our (usually annual) Buy Local Fair. You are invited to be part of this meaningful and popular event.

The general public is ready to celebrate with us at this outdoor event. We usually have this event in May on a Sunday, but as with everything of late, we are changing things up a bit this year and getting together on Saturday, August 14. We're keeping it simple this year to allow us to safely celebrate and keep all the attention on our local businesses, but there will still be plenty of shopping, libations and fun!

The level of support from the community always amazes us. The event has consistently seen attendance in the thousands, and we expect the same in 2021. Attendees come not only for excellent shopping, eating and a good time, but also to show their resounding support for the local independent businesses that make their community unique.

The Louisville Independent Business Alliance is a non-profit organization dedicated to preserving the unique community character of the Metro Louisville area by promoting locally-owned businesses, and educating citizens on the value of buying locally. We are also known by our "keep Louisville weird" campaign, designed to instill pride in area citizens for our local merchants and producers who are unique to our hometown.

Money raised from the event will support LIBA's programs and education efforts throughout the year, including such efforts as the distribution of two editions of the *Buy Local Guides*, materials for our member businesses, community outreach that educates the public about the benefits of buying locally, support for our member businesses, etc. For more information about our efforts, visit www.keeplouisvilleweird.com.

Sponsorship of the Buy Local Fair is an excellent marketing opportunity, and a way to show your pride in your community. I think you will be pleased with the various benefits provided to recognize your brand. Keep in mind that these sponsorship levels are not absolute. You may have other benefits you'd like to suggest or budgets in mind, and we are happy to customize a package that is mutually beneficial.

Thank you for taking the time to examine these opportunities. I look forward to hearing from you.

Best regards,

Jennifer

Jennifer Rubenstein
Director, Louisville Independent Business Alliance
Cell: 502-500-4669
jennifer@keeplouisvilleweird.com





Partner with LIBA to bring Louisville's long running Buy Local gathering to thousands of attendees.

Sponsorship Highlights

The Louisville Independent Business Alliance [LIBA] invites you to partner with them in the development of the city's most successful Buy Local celebration. This one-day, 4-hour, festival is the largest Buy Local event of the year, taking place at the Louisville Water Tower Park property. Fair admission is free and open to everyone, with parking at \$7 per vehicle. (Bicycle parking is free.)



Promotional Campaign

Sponsors will benefit from a local marketing campaign comprised of local media outlets including TV, radio, print, electronic [social media, blogs and websites] and outdoor media. Sponsors also have an opportunity to benefit from advertising in LIBA Business Member retail outlets [over 500], via an event poster. **The Media rollout will begin in June 2021 for the Buy Local Fair.**



Demographic Exposure

The Buy Local Fair appeals to people of all ages and from every part of the community. Great local food, local crafted goods, quality entertainment and family activities attract visitors from all over Louisville Metro and Southern Indiana. The Buy Local Fair is a single-source way to reach your target demographic of local consumers and those interested in learning of local options for goods and services.

Enduring Popularity

Vendors of all shapes and sizes consider the Buy Local Fair to be a "must do" event. We fill up quickly with businesses of every variety. While the Fair is predominately retailers with items to sell, there are many service providers (from massage to banking to home renovation) that participate. The booths fill up quickly and there is always a waiting list to get in. This alone is a testament to the effectiveness and value of the Fair.

Safety First

We take the health of our vendors, volunteers and guests seriously. We will have a number of safety measures to implement, and will follow any state and local guidance in effect at the time of the event.



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Buy Local Fair 2021 Sponsorship Levels At-A-Glance	Local Legend (\$5,000) ± available SOLD	Community Champion (\$2,500) 2 available	Place Maker (\$1,250) 4 available	Neighborhood Notable (\$750)	Premium Booth (\$250)	Custom Sponsorship (Varies)
Significant naming opportunity for an area within the Fair [Auction, Stage, etc.]. which would include signage at the event, and your name with any mention of the area on the poster, press releases, etc.	Yes	Yes	Yes	No	No	Have a particular goal/ budget in mind? Let Jennifer know and LIBA will customize a package for you.
Name to be included in Fair promotion with link to company site on all social media/email campaigns/electronic invitations	Large Logo – all promos	Logo – all promos	Small logo – most promos	Name (logo if space permits) – most promos	No	
Category Exclusivity for Sponsorships	Yes	Yes	Yes	No	No	
Logo on event map/program and highlighted listing	Large logo with highlighted listing	Logo with highlighted listing	Small logo with highlighted listing	Highlighted listing	Bolded listing	
Sponsor name and/or logo on <ul style="list-style-type: none"> Advance promotional banner on Louisville Water Tower Park property Main stage banner 	Large Logo	Logo	Name included with area mentions	Name (logo when space permits)	No	
Opportunity to be included in shared media segments [as opportunities permit]	Yes	Yes	Yes	Yes	No	
Opportunity to promote a giveaway for Buy Local Fair Packages in advance of the event (each package includes parking voucher and handmade mug, supplied by LIBA)	10	5	3	1	0	
Address festival goers from DJ Booth	Yes (up to 3x)	Yes (up to 2x)	Yes (1x)	No	No	
Emcee acknowledgment throughout event	Yes	Yes	Yes	Yes	No	

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Opportunity to include literature or an item in 200 vendor welcome packages	Yes	Yes	Yes	Yes	No
10' x 10' Premium Location(s) with electricity, ie. on corner, near stage, etc. (Partner is responsible to bring tent, tables, chairs.)	Two Premium (can be tandem or separate)	Two Premium	One Premium	One Premium	One Premium
Opportunity for placement of large onsite banners [Sponsor-provided]	2 banners	1 banner	1 banner	1 banner	No
One Year of Partner Membership in LIBA (see additional sheet for benefits)	Patron (\$3,500 value)	Key Investor (\$1200 value)	Shareholder (\$500 value)	Regular (\$125 value)	No
Merchandising opportunity within Fair Merch Area (in addition to your booth)	Yes	Yes	No	No	No
Featured parking onsite for display of promotional vehicle, inflatable or other item	Yes	Yes	No	No	No
Unlimited parking passes for sponsor booth volunteers and company representatives	Yes	Yes	Yes	Yes	Yes
Handmade beer steins with drink tickets	5 steins	3 steins	2 steins	1 stein	No
Option to provide item for Buy Local Fair Silent Auction	Optional	Optional	Optional	Optional	Optional



Louisville Independent Business Alliance
Buy Local Fair | Saturday, August 14, 2021, 12n-4pm

Sponsor Application Form

OR apply online at bit.ly/3bZ4NOC.

Organization Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Level of participation:

- Local Legend [~~\$5,000~~] SOLD Community Champion [\$2,500] Neighborhood Notable [\$750]
 Premium Booth [\$250] Custom Sponsorship (email jennifer@keepsloisvilleweird.com)
 Auction Item (Optional) _____ Retail Value: \$ _____

Electricity: I will need electricity for my booth I will not need electricity for my booth

Payment Method: Check [enclosed, payable to LIBA] Please invoice me at the address above

Pay via credit card. Number: _____

Security Code : _____ Expiration Date: _____

Signature: _____

Please return your application (or apply online) by June 8:

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