



South Points Buy Local Fair Saturday, July 15, 12pm - 4pm * Iroquois Park

The Louisville Independent Business Alliance (LIBA) is preparing a community celebration of local and independent businesses in South Louisville for our 4th annual South Points Buy Local Fair on Saturday, July 15, 12pm - 4pm. I'm writing to invite you to partner with us as we continue to build on the popularity of this festival.

Building On Previous Success

Our first year's attendance was estimated at over 500 with 35+ vendors, and we increased both of those numbers in the years following to over 1000 attendees with 50+ vendors. LIBA has also run a citywide Buy Local Fair at the Louisville Water Tower Park for over a decade, with more than 200 vendors and 8,000 attendees in recent years. We hope to build the South Points Buy Local Fair to similar levels.

The Buy Local Mission

LIBA's mission is to educate the public about the value of buying from locally owned, independent businesses. We have focused the public's attention on the benefits of buying locally through our major events and campaigns, including the release of the Indie Impact Study, showing the positive financial impact of buying locally. This study showed that for every \$100 spent at a Louisville-area independent business, \$55 remains in the local economy, whereas only \$14 remains when spent at a chain. Supporting local businesses that are unique to Louisville also adds to our sense of place and community.

Details and New Layout/Entertainment

This 4-hour festival will take place at Iroquois Park. This year, we will be set up between the yard outside the amphitheater, along Amphitheater Road, and back over to the playground and tennis courts for maximum visibility and family fun! The Fair will host a variety of local businesses and community organizations, from crafts to gardening to clothing, along with plenty of activities for the kids. We will have music, inflatables, and all your favorite South End independent vendors in one place. Fair admission is free and open to everyone.

"Keep South Louisville Weird" Campaign

The Louisville Independent Business Alliance teamed up with Louisville Forward and area organizations to launch the 'keep South Louisville weird' movement, which is much more than a slogan. The LIBA South Committee has conducted and analyzed studies, gathered community leaders, and promoted education efforts so that area residents know why it's important to support independent businesses. Initiatives have included bus tours for potential business owners, summits for community leaders to fuel the independent business growth engine, education efforts, poster campaign, etc. *The Buy Local Fair Mission: To provide a venue that fosters cooperation, cross-pollination and strength in numbers for locally-owned, independent entities. By bringing together customers of various businesses unique to the South Louisville-area, we expose a variety of endeavors to new audiences and increase business for all.*

Promotional Campaign

This event will be promoted through grass roots methods such as social media, posters and networking, as well as a traditional media campaign, including print, billboards, radio, etc.

We invite you to support this event that celebrates all that is unique about South Louisville!
Please consider the following sponsorship opportunities to promote your brand and support your community.

South Points Buy Local Fair 2023
Sponsor Packet



South Points Buy Local Fair 2023 Sponsorship Levels At-A-Glance	Platinum (\$3,000) 1 available	Gold (\$1,500) 2 available	Silver (\$750) 3 available	Bronze (\$300)	Custom Sponsorship (Varies)
Significant naming opportunity for an area within the Fair [Entrance, Auction, Shopping, Kids Areas, Food Trucks]	Presenting Sponsor on all materials	Yes	Yes	No	Have a particular goal/budget in mind? Let Rachel know and LIBA will customize a package for you.
Name to be included in all Fair promotion with link to company site on all social media/email campaigns/electronic invitations	Large Logo	Logo	Logo	Name (logo if space permits)	
Quote from sponsor on LIBA's Website, Facebook, Twitter, Instagram & LinkedIn	Yes	Yes	No	No	
Sponsor name &/or logo on Entrance Signage	Large Logo	Logo	Logo	Name	
Opportunity to be included in shared media segments [as opportunities permit]	Yes	Yes	Yes	Yes	
Opportunity to promote a giveaway for South Points Buy Local Fair Packages in advance of the event (each package includes a Keep South Louisville Weird t-shirt supplied by LIBA)	10	5	2	0	
Address festival goers from music area	Yes (up to 3x)	Yes	Yes	No	
Emcee acknowledgment throughout event	Yes	Yes	Yes	Yes	
Opportunity to include literature or an item in vendor welcome packages	Yes	Yes	Yes	No	
10' x 10' Premium Location(s) ie. on corner, near stage, etc. (Partner is responsible to bring tent, tables, chairs.)	Two Premium (can be tandem or separate)	One Premium	One Premium	One Premium	
Opportunity for placement of large onsite banners [Sponsor-provided]	2 banners	1 banner	1 banner	1 banner	
One Year of Partner Membership in LIBA if qualified (see additional sheet for benefits)	Key Investor (\$1,200 value)	Shareholder (\$500 value)	Regular (\$125 value)	None	
Merchandising opportunity within Fair Merch Area (in addition to your booth)	Yes	Yes	No	No	
Featured parking onsite for display of promotional vehicle, inflatable or other item	Yes	Yes	No	No	





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Sponsor Application Form

Organization Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Level of participation:

Platinum [\$3,000] Gold [\$1,500] Silver [\$750] Bronze [\$300]

Custom Sponsorship (email jennifer@keeploouisvilleweird.com)

(Optional) Silent Auction Item _____ Retail Value: \$ _____

Payment Method:

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

Credit card number: _____

Security Code : _____ Expiration Date: _____

Signature: _____

Register Online: <https://www.keeploouisvilleweird.com/event-4475237>

Please return your application by June 1 to:

Louisville Independent Business Alliance
rachel@keeploouisvilleweird.com
Attn: Rachel Roarx
Office Phone & Fax: 502-473-4687 X103
Cell: 502-724-7529
www.keeploouisvilleweird.com

