

February 2023

Dear Supporter,



In 2022 we launched the Mill City Festival Fund, a new approach to fundraising for City events. MCFF helped us elevate Lowell's corner stone events and drew thousands of people to Lowell over the course of the year.

We hope to build on the success of 2022 and continue to increase the scope of our events. 2023 planning is well underway! Here is some exciting news:

- ❖ Winterfest - We are excited to partner with the Lowell Memorial Auditorium for Winterfest again and are building on the successes of last year. This year we are expanding the very successful Art Market to both Friday and Saturday night! We are also focusing entirely on local performers and elevating Lowell's fantastic artists.
- ❖ Lowell 4th of July - Plans have already begun for July 4th, 2023, with the goal of an event on July 4th at LeLacheur Park. Last year we saw thousands of people attend even on the rain day, and we expect that to grow this year.
- ❖ Kerouac Park Summer Series - last year Kerouac Park was the host to new and emerging Lowell artists and provided free entertainment throughout the Summer. We hope to grow on that success this year, with the goal of bringing on a summer programmer coordinator to further utilize one of Lowell's best outdoor performance venues.
- ❖ City of Lights - 2022 saw us grow City of Lights, adding performers throughout the afternoon to draw people downtown, elevating the production quality of the parade and welcoming new groups that truly represent all of Lowell to join us in the celebration. We plan to build on that in 2023, drawing even more people to the event.

Sponsorship packages include name recognition in signage at all events and in print and digital advertising and partner sites like the Greater Merrimack Valley and Convention and Visitors Bureau, Greater Lowell Chamber of Commerce and InsideLowell. Sponsorship payments can be made as a one time payment or invoiced quarterly. This year's sponsor levels reflect *Winterfest*, *July 4th*, *Kerouac Park Summer Series* and *City of Lights*.

Included with this letter is a sponsor form highlighting sponsor levels and benefits. We hope you will consider partnering with us again. On behalf of the community, we thank you for all that you do for Lowell.

With best wishes,

Danielle McFadden & Chris Dick - Mill City Festival Fund Committee, Co-Chairs

<https://merrimackvalley.org/membership/mill-city-festival-fund/>





Mill City Festival Fund!

Thank you for your interest in supporting the Mill City Festival Fund! The Fund provides annual sponsorship that support Lowell's many events including Winterfest, 4th July, City of Lights and Kerouac Park Summer Programming.

Anything above \$15,000:

Work directly with the Mill City Festival Fund committee to create a customized sponsor plan that includes corporate logo on event signage, tabling opportunities, social media spotlights on Facebook event pages and the Greater Lowell Chamber of Commerce social media profiles and more!

\$15,000 – Merrimack River

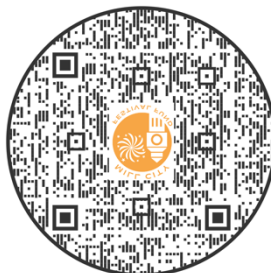
- Exclusive interview on an InsideLowell podcast featuring Mill City Fund committee member(s) and you!
- Corporate logo with a link to your website displayed on the LikeLowell webpage
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name/logo listed (with link to your website when applicable) on the Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention and Visitors Bureau and InsideLowell websites.
- Corporate logo mentioned in most local and regional print ads (including Lowell Sun), email blasts and social media posts
- Your corporate name/logo is displayed on signage at these locations:
 - Winterfest
 - 4th of July Entry Signs
 - Signs at Kerouac Park summer performances
 - Mention in thank you events at Kerouac Park Summer Program performances
 - Banners and signage at City of Lights Events
- Name on stages at Winterfest, 4th of July, Kerouac Park Series, and City of Lights
 - Display materials at event information tables and/or set up a table at events of your choice.
 - Winterfest Soup Bowl Competition
 - Corporate logo on parade banner during City of Lights
 - Corporate logo displayed on score board at LeLacheur Park during 4th of July
- 14 Sponsor Passes for access to the VIP Winterfest Party
- Early entrance to 4th of July events for 1st choice of seating

\$12,500 – Canal

- Corporate logo with a link to your website displayed on the LikeLowell webpage
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name/logo listed (with link to your website when applicable) on the Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention and Visitors Bureau and InsideLowell websites.
- Corporate logo mentioned in most local and regional print ads (including Lowell Sun), email blasts and social media posts
- As a key presenter, your corporate logo is displayed on signage at these locations:
 - Winterfest
 - 4th of July Entry Signs
 - Signs at Kerouac Park summer performances
 - City of Lights
- Early entrance to 4th of July events for 1st choice of seating
- 12 Sponsor passes for access to the VIP Winterfest party

\$10,000 – Concord River

- Corporate logo with a link to your website displayed on the LikeLowell webpage
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name listed (with link to your website when applicable) on the Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention and Visitors Bureau and InsideLowell websites.
- Corporate name/logo mentioned in most local and regional print ads (including Lowell Sun), email blasts and social media posts.
- As a key presenter, your corporate name/logo is displayed on signage at these locations:
 - Winterfest
 - 4th of July Entry Signs
 - Signs at 5 Kerouac Park summer performances
 - City of Lights
- Early entrance to 4th of July events for 1st choice of seating
- 10 Sponsor passes for access to the VIP Winterfest party





\$7,500 – Smokestack

- Corporate logo with a link to your website displayed on the LikeLowell webpage
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name listed (with link to your website when applicable) on the Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention and Visitors Bureau and InsideLowell websites.
- Corporate name mentioned in most local and regional print ads (including Lowell Sun), email blasts and social media posts.
- As a key presenter, your corporate name/logo is displayed on signage at these locations:
 - Winterfest
 - 4th of July Entry Signs
 - City of Lights
- Early entrance to 4th of July events for 1st choice of seating
- 8 sponsor passes for access to the VIP Winterfest Party

\$5,000 – Mill

- Corporate name with a link to your website displayed on the LikeLowell web page
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name listed on the Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention and Visitors Bureau and InsideLowell websites.
- Corporate name in Lowell Sun ads.
- 6 sponsor passes for access to the VIP Winterfest Party

\$2,500 – Cobblestone

- Corporate name with a link to your website displayed on the LikeLowell web page
- Ability to use Proud Sponsor logo on your website, social media and marketing materials (and link it to LikeLowell website)
- Corporate name in 4 Lowell Sun ads.
- 5 sponsor passes for access to the VIP Winterfest Party

\$1,000 – Lowellian

- Your name with a link to your website displayed on the LikeLowell web page
- Corporate name in 2 Lowell Sun ADs
- 4 sponsor passes for access to the VIP Winterfest Party

Friend of the City of Lowell - Other

- 2 sponsor passes for access to the VIP Winterfest Party



Scan here to pay online!

Contact Information

Name of Company _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Person/ Title _____

Commitment

Please check off the level of support you wish to give

- Merrimack River \$15,000
- Canal \$12,500
- Concord River \$10,000
- Smokestack \$7,500
- Mill \$5,000
- Cobblestone \$2,500
- Lowellian \$1,000
- Friend of the City of Lowell Other

Send Invoice

Invoice Quarterly

Authorization

Name, title, and organization of person submitting information

Telephone _____ Fax _____ E-mail _____

Signature _____ Date _____

Make Checks Payable to:

Greater Merrimack Valley Convention and Visitors Bureau,

PO Box 8370 Lowell, MA 01854

<https://merrimackvalley.org/membership/mill-city-festival-fund/>