PO Box 271 Lowell, IN 46356
(219) 313-3274
(219) 779-2608
Partnerships@Lowell-LDF.com
www.Lowell-LDF.com

Elected Officers
Louis Townsley
Chairperson

Adam Veld
Vice-Chairperson

Joeilynn Townsley
Treasurer

Hannah Celorio
Secretary

Committee Members
Aubrey Hardesty
Autumn Celorio
Jason Celorio
Jamie Flynn
Maddy Flynn
Robin Johnston
Sawyer Veld

Lowell Labor Day Festival
501(c)(3) Nonprofit Organization
#47-4316410

Dear Potential Partner,

On behalf of the Lowell Labor Day Festival, we invite you to partner with our nonprofit organization as a sponsor for our annual Labor Day Festival in Lowell, Indiana.

The Lowell Labor Day Festival is a 100% volunteer-run 501(c)(3) that proudly provides free, family-friendly entertainment to our community each Labor Day weekend. In 2025, we welcomed over 10,000 visitors across three days, offering live music, kids' activities, food and craft vendors, and a Kids Zone designed for families of all ages.

While Lowell's Labor Day traditions date back generations, our festival has been fully operated by a local volunteer team since 2019. Since then, we've grown the event responsibly while remaining committed to accessibility, community pride, and giving back.

Beyond Labor Day weekend, we host fundraising and community events throughout the year and proudly award a $1,000 scholarship to a Lowell High School senior pursuing trades, vocational training, or non-traditional education.

What's New for 2026?
We are excited to introduce refreshed sponsorship tiers, expanded marketing opportunities (including email and text newsletters), and new initiatives that allow us to further support local causes and community needs.

What Sponsorship Means
Our festival is made possible entirely through sponsorship support. When you sponsor the Lowell Labor Day Festival, you're not just supporting a three-day event — you're investing in a nonprofit dedicated to bringing people together, supporting local businesses, and strengthening our community year-round.
We view sponsorships as **partnerships**, and we're always happy to customize benefits to align with your business goals and audience.

We invite you to review our sponsorship packet and consider joining us for the 2026 festival season. If you have questions, ideas, or would like to discuss options, please contact us at **(219) 779-2608 or Partnerships@Lowell-LDF.com**

Thank you for considering the Lowell Labor Day Festival as part of your annual marketing and community outreach strategy. We truly appreciate your support.

With sincere appreciation,
The Lowell Labor Day Festival Committee

Louis Townsley
Louis Townsley
Chairperson

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2026 Sponsorship Levels

TITLE SPONSOR - EXCLUSIVITY (1) $12,000+

PLEDGE DEADLINE: JUNE 1ST

- **Exclusive Presenting Title Sponsor** recognition**,** for **all** print, digital, and on-site marketing including but not limited to
  - **LDF email signatures** and digital **receipts**
  - Event posters, schedules, and maps
  - Press releases, event social media posts, and e-newsletters
- Company logo on main stage and on T-shirts – **PRIME** placement
- 10'x10' booth space at event with the opportunity to distribute promotional materials
- On-stage recognition via announcements during event
- **Direct link** to your company's website on Lowell-LDF.com and on our social media "about" section
- Complimentary festival T-shirts
- **VIP Perks** (Customization available to better suit your company)
  - 2-hour Employee catered luncheon & complimentary beverages
  - Complimentary special event Beer Garden tickets
  - Complimentary Kids Zone access
  - VIP lounge access
    - Prime location to stage
    - Priority bar access
      - VIP **customizable** beer garden menu
    - Reserved tables
- Discounted tickets to organization hosted events throughout 2026
- Access to our a la carte sponsorship options
- Additional/customized perks available upon request

Lowell Labor Day Festival

Presented by

YOUR COMPANY

In recognition of continued partnership, the previous year's highest-level sponsor will be offered right of first refusal for the Title Sponsorship - Decision due May 1st

"Complimentary" benefits are not "unlimited" and are at the discretion of Lowell Labor Day Festival Officers

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2026 Sponsorship Levels

STAGE SPONSOR (2) — $5,000+

- Company logo on main stage and on T-shirts
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media
- 10'x10' booth space for business marketing
- **VIP Perks** (Customization available to better suit your company)
  - Complimentary Beer Garden Tickets
  - Complimentary Kids Zone access
  - VIP lounge access
    - Prime location to stage
    - Priority bar access
    - Reserved tables
- Discounted tickets to organization hosted events throughout 2026
- Access to our a la carte sponsorship options
- Customized perks available upon request

PLEDGE DUE JULY 1ST

BEER GARDEN SPONSOR (2) — $5,000+

- Company logo on main stage and on T-shirts
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media
- 10'x10' booth space for business marketing
- **VIP Perks** (Customization available to better suit your company)
  - Complimentary Beer Garden Tickets
  - Complimentary Kids Zone access
- VIP lounge access
  - Prime location to stage
  - Priority bar access
  - Reserved tables
- Discounted tickets to organization hosted events throughout 2026
- Access to our a la carte sponsorship options
- Customized perks available upon request

PLEDGE DUE JULY 1ST

GOLD SPONSOR — $2,500+

- Company logo in high traffic areas and on T-shirts
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media
- **VIP Perks** (Customization available to better suit your company)
  - Complimentary perks
- VIP lounge access
  - Priority bar access
  - Reserved tables
- Discounted tickets to organization hosted events throughout 2026
- Booth space for business marketing
- Access to our a la carte sponsorship options
- Customized perks available upon request

PLEDGE DUE JULY 1ST

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2026 Sponsorship Levels

KIDS ZONE/ACTIVITY SPONSOR — $1,500+

- Company logo in Kids Zone and on T-shirts
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media
- Complimentary Kids zone access
- Discussion for customized benefits available upon request

PLEDGE DUE JULY 1ST

SILVER SPONSOR — $1,000+

- Company name throughout event and on T-shirts
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media
- Discussion for customized benefits available upon request

PLEDGE DUE JULY 1ST

BRONZE SPONSOR — $500+

- Company name throughout event
- On-stage recognition via announcements during event
- Recognition on event website, marketing, and social media

PLEDGE DUE AUGUST 1ST

RED SPONSOR — $250+

- Company name throughout event
- Recognition on event website, marketing, and social media

PLEDGE DUE AUGUST 1ST

Deadlines are in place to ensure full marketing opportunities for each sponsorship level.
If you wish to sponsor at a level for which the deadline has already passed,
please contact us directly to request consideration and to discuss what marketing opportunities may still be available.

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A La Carte Sponsorship Menu

ONLY AVAILABLE TO UPPER LEVEL SPONSORS

DEADLINE FOR PLEDGE: JULY 1ST

SUBJECT TO AVAILABILITY & APPROVAL

- Powering the Festival | Electric
- Comfort Partner | Restroom
- Fest Merch Partner | Merchandise
- Sounds of the Fest | Music/Band
- VIP Experience | VIP Lounge
- Site Services Partner | Grounds Maintenance
- Investing in Our Future | Scholarship Sponsor
- Capturing the Fest | Videography Sponsor
- Communication Sponsor | Website & Marketing Sponsor
- All Aboard Sponsor | Trolley Shuttle Sponsor

Don't see the area you would like to directly sponsor?

We are open to discuss further options!

Our a la carte sponsorship menu allows higher-level sponsors to select a specific area of the festival their support will directly impact, it does not require an additional donation amount.
A la carte sponsorships require the sponsor to cover the full financial cost of the selected item

When an a la carte item is chosen, the sponsorship will be recognized through targeted marketing and on-site visibility, including signage, announcements, and other promotional opportunities.

Direct payment to vendor or in-kind donation permitted if requested and approved by LDF Committee.

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My Pledge

I am Committed to Giving

$

In the form of: (Please select one)

- ☐ Sponsorship
- ☐ General Donation
- ☐ In-Kind Donation
- ☐ Other: _____

Signature

Date

Thank you for your generosity and support of our nonprofit organization.

Ways to Give

☐ **Check**
Lowell Labor Day Festival
PO Box 271 Lowell, IN 46356

☐ **Online**
Lowell-LDF.com

☐ **E-Check**
Upon Request

☐ **QR-Code**

Anticipated Donation Date: _____

Sponsors Plese Note: Marketing Deadlines Vary by Level - Please Plan Accordingly

Name	
Organization	
Email	
Address	

City State Zip

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Scan To Donate