

Lowell Labor Day Festival

Louis Townsley
Chairperson

Adam Veld
Vice-Chairperson

Joeilynn Townsley
Treasurer

Robin Johnston
Secretary

Maddy Davis
Vendor Coordinator

Michelle Veld
Beer Garden
Coordinator

Hannah Celorio
Jason Celorio
Hospitality Coordinators

Jamie Flynn
Kids Events Coordinator

Sawyer Veld
Jr. Grounds Coordinator

Lowell Labor Day Festival
PO. Box 271
Lowell, IN 46356
(219)313-3274

LowellLDF@gmail.com
LowellLaborDayFestival.com

**501c3 Non-Profit
Organization
#47-4316410**

2025

Dear Sponsor,

We are excitedly planning for our annual Labor Day Festival in Lowell, IN! The purpose of the Labor Day Festival is to provide the residents of Lowell and visitors from around the Region with exceptional family fun and entertainment that makes them proud to be part of this community. While celebrating the Labor Force of America during this weekend, we also generate tourism for local businesses from our surrounding communities and counties in the Region.

The Labor Day Festival is still growing but has already starting to become a hot spot for visitors, bringing in approximately 5000 visitors over the 3 days and this brings us closer to our goal of becoming an event destination for this weekend in this Region.

We ask that you look through this sponsorship packet and consider investing in the 501(c)3 that is the Labor Day Festival. These sponsorships and your generosity, assist us in providing free entertainment and activities over this weekend, as well as supporting or \$1000 scholarship to Lowell High School seniors that are looking at going into the trades, vocational schooling or other non-traditional education.

Please review the various levels and details and let us help you find the right fit for your business. We have opportunities for businesses of all types and budgets. If you don't see the perfect fit, let us know and we can work to create a package that meets your goals and budget. Your support is crucial in helping us grow the festival and in bringing new attractions each year.

We would love to hear your ideas on ways we can create the best experience for both you and our attendees. Please feel free to contact us at 219-313-3274 or email lowellLDF@gmail.com to discuss options and next steps, or if you simply have questions.

Thank you for considering the Labor Day Festival in Lowell as part of your annual marketing strategy.

Sincerely,
The Labor Day Festival Committee

LEVELS



Platinum/Stage Sponsor: This is for the business that wants the maximum exposure. It includes all forms of marketing. If you are looking for exclusivity, please ask...there is a deadline. Other VIP perks included. **Your Investment- \$5000**

Gold/Stage Sponsor: If you are a business that is looking to be up front and center while attendees watch the entertainment, this is the level for you. Other forms of marketing are also included. **Your Investment- \$2500**

Silver Sponsor: If you are looking for a solid presence in the festival including on-site opportunities, this is a great level for you. **Your Investment- \$1000**

Bronze Sponsor: This level is great for local businesses that want to be associated with this festival. On-site opportunities available. **Your Investment- \$500**

Red Sponsor: Just looking to test the waters and see if this is a good fit for your small business? Try the Red Sponsor. **Your Investment- \$250**

Friends of the Festival: ***New*** This level is for individuals or families looking to support the festival and the community. This level is NOT recommended for businesses. ***Special Perks/Drawings for this level***

Sample of Benefits (Investment level could include some or all of below):

- On-Site Advertising (Banners, signage, stage banners, T-Shirts)
- Social Media Mentions (Facebook and Instagram)
- Social Media Ads (Facebook and Instagram)
- Commercial Mention during Festival
- Ad Placement on Website
- Posters/Flyers/Brochures
- Booth Space during Festival

If you have any questions on what each level could include please feel free to reach out via email, phone or Messenger.

CONTRIBUTION PLEDGE CARD

I/We are proud to be a sponsor of the Lowell Labor Day Festival. The sponsorship amount of

\$_____ or a promise to commit is enclosed.

Please make all checks payable to:

Lowell Labor Day Festival, LTD.

and send to:

P.O. Box 271
Lowell, IN 46356

Acknowledge my/our contribution under the following name (please print): If possible, send your business card.

Name for advertisement: _____

Date: _____

Contact: _____

Phone _____

Address: _____

Email/Website: _____

*****to guarantee that you make ALL forms of publication, please have all sponsorships in by July 31st, 2025. If not paid by this date total marketing is not guaranteed.**