

# SPONSORSHIP OPPORTUNITIES AT THE GREAT PLAINS ART & MUSIC FESTIVAL



We extend our heartfelt gratitude for taking a moment to explore this remarkable festival and nonprofit endeavor, devoted to celebrating creativity, curating captivating free events, and crafting a magnificent amphitheater at Sesquicentennial Point. Nestled amidst the beauty of Clinton Lake and the Wakarusa River Valley, this enchanting location is nestled within the City of Lawrence's public parklands.

The Great Plains Art & Music Festival is an exciting event that combines artist booths, unique vendors, and delicious food truck cuisine. It features a full-day art and vendor fair with a performing arts festival that extends into the night. The annual festival takes place on the last Saturday in September and started in 2022. Admission is free from 11 AM to 4 PM, after which it becomes a paid music festival.

Attendees can enjoy a variety of performances including theater, poetry, dance, acrobatics, and more. Additional offerings include a VIP tent, festival t-shirts, and reserved lawn seats.

The Great Plains Emerging Arts Project is our non profit partner dedicated to supporting the initial free portion of the festival and aims to construct an amphitheater at 'The Point' at Clinton Lake. We also utilize our platform to promote other artists, arts-based nonprofits, and artistic and cultural events in Lawrence, KS.

# SPONSORSHIP PACKAGES

Leveraging our proficiency in crafting captivating social media content, our team effectively engages with over 150,000 individuals in Lawrence, Kansas, and its surrounding areas (we extend our advertising reach up to 25 miles beyond Lawrence). Allow us to facilitate your connection with this expansive audience! We invest in boosting sponsorship ads about you to the community on Facebook and Instagram, while also cross-posting on Nextdoor and Threads. And for a few more dollars, we transform your ad into dynamic vertical videos to be shared on TikTok, Facebook, and Instagram stories and reels!

Sponsoring the Annual Great Plains Art & Music Festival provides local businesses with unparalleled community engagement and brand exposure. By associating with this culturally significant event, businesses enhance their reputation and reach tens of thousands on social media. Moreover, our team will work with sponsors to craft personalized advertisements that effectively communicate their message to the community, maximizing the impact of their sponsorship investment.

## Melody Supporter (\$250)

1. A tailor-made advertisement will showcase your business on Facebook, Instagram, Nextdoor, and Threads. We will pay to strategically boost your ad once using the Meta Business Suite to target the local community within a 25-mile radius of Lawrence, KS. (See the QR code at the end for samples of our past advertisements or view our social media channels).
2. Recognition and appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo on our website in the Silver Terrace section.
4. Four free tickets to the paid portion of the festival from 4 PM-11:30 PM.

## Beat Ally (\$375)

1. A tailor-made advertisement will showcase your business on Facebook, Instagram, Nextdoor, and Threads. We will pay to strategically boost your ad once using the Meta Business Suite to target the local community within a 25-mile radius of Lawrence, KS.
2. Appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo featured in the Silver Terrace Section of our website, PLUS we will turn your ad into a vertical video that will be shared on TikTok as well as Instagram and Facebook Stories and Reels!
4. Six free tickets to the paid portion of the festival from 4 PM- 11:30 PM.

# SPONSORSHIP PACKAGES

## Groove Patron (\$500)

1. A tailor-made advertisement will showcase your business on Facebook, Instagram, Nextdoor, and Threads. We will pay to strategically boost your ad twice using the Meta Business Suite to target the local community within a 25-mile radius of Lawrence, KS.
2. Recognition and appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo in the Gold Boulevard section of our website, PLUS we will turn your ad into a vertical video that will be shared on TikTok as well as Instagram and Facebook Stories and Reels.
4. The opportunity to display your banner on the festival's exterior fencing along the parking lot fence, ensuring visibility as attendees enter the event.
5. Eight free tickets to the paid portion of the festival from 4 PM-11:30 PM.

## Melody Maverick (\$750)

1. A tailor-made advertisement will showcase your business on Facebook, Instagram, Nextdoor, and Threads. This advertisement will be strategically boosted twice using the Meta Business Suite to target the local community within a 25-mile radius of Lawrence, KS.
2. Recognition and appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo on our website in the Gold Boulevard section, PLUS we will turn your ad into a vertical video that will be shared on TikTok as well as Instagram and Facebook Stories and Reels.
4. The opportunity to display your banner on the festival's interior fencing along the entry way, ensuring visibility as attendees enter the event.
5. Ten free tickets to the paid portion of the festival from 4 PM-11:30 PM.
6. Free Vendor booth space at the festival.
7. 2 VIP tickets with access to the VIP area with reserved seating and folding chairs.

# SPONSORSHIP PACKAGES

## Beat Enthusiast (\$1,000)

1. A tailor-made advertisement will showcase your business on Facebook, Instagram, Nextdoor, and Threads. This advertisement will be strategically boosted 3 times using the Meta Business Suite to target the local community within a 25-mile radius of Lawrence, KS.
2. Recognition and appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo prominently featured on our website in the Platinum Plaza section, plus we will turn your ad into a vertical video that will be shared on TikTok as well as Instagram and Facebook Stories and Reels.
4. The opportunity to display your banner on the festival's interior fencing along the entry way, ensuring visibility as attendees enter the event.
5. 12 free tickets to the paid portion of the festival from 4 PM-11:30 PM.
6. Free Vendor booth space at the festival.
7. Six VIP tickets with access to the VIP area with reserved seating and folding chairs.
6. Your business will be mentioned in our radio appearances and featured in press releases distributed to local newspapers in our blogs, social media posts, etc. further increasing your exposure and recognition within the community.

## Musical Maestro (\$1,500), Rhythmic Innovator (\$2,000) Harmony Visionary (\$3,000), Cresendo Catalyst (\$4,000)

1. We will triple boost your personalized ad post on social media, significantly enhancing your reach to the surrounding area. Your business will be showcased across our festival's social media channels, including Facebook, Instagram, Nextdoor, TikTok and Threads. With strategic amplification using the Meta Business Suite to target the local community, your ad is sure to reach Lawrence, KS. plus the 25 miles surrounding it.
2. Recognition and appreciation mentions on stage during peak crowd moments at the festival.
3. Your logo will be prominently featured in the Platinum Plaza section of our website, and you'll have the opportunity to display your banner inside the festival area, ensuring visibility.
4. Free Vendor booth space at the festival.
5. Additionally, you'll receive 14 regular festival tickets and 8 VIP tickets. VIP access grants exclusive entry to the VIP area, complete with access to the VIP tent for shade, and complimentary folding chairs for comfortable seating, eliminating the need to carry your own chair around the festival grounds.
6. Your business will be mentioned in our radio appearances and featured in press releases distributed to local newspapers, further increasing your exposure and recognition within the community **AND SEE THE NEXT PAGE FOR MORE...**

# SPONSORSHIP PACKAGES

6. At \$1500: We will make you a second ad that is also boosted twice using the Meta Business Suite that mentions specific services you are trying to get out to the community, enhancing your brand visibility and engagement.
7. At \$2000 we will add on prime location vendor booth space providing an excellent opportunity to directly engage with festival-goers *and* your banner will be placed at the top of the point overlooking the entire festival or on the interior stage fencing facing the attendees.
8. At \$3000 our filmmaking team will make you a second special vertical video (TikTok, Story, Reel) that highlights your business to the community, our filmmakers can craft something special for you!
9. At \$4000, we enter into special negotiations; the highest bidder will gain the right to name the main stage after their business, place their banner in the center of the festival, and we will create a premier vertical video using our filmmaking team for TikTok, Facebook, and Instagram. We are offering about 5-10 sponsorships within the \$4000 to \$10,000 range.
8. At \$1500 and up enjoy as many tickets as you need to the festival, along with 10-15 VIP tickets, providing exclusive access to the VIP area with a reserved seating area and folding chairs.
9. Also at the \$3000 and up we will publish a special thank-you post recognizing your brand once again for your generous support and participation.

## Just Interested In Donating?

If our sponsorship packages don't pique your interest, or if you're seeking additional ways to support our cause and make a meaningful impact, we invite you to consider donating to our partner non-profit, the Great Plains Emerging Arts Project. Your contribution holds immense value in our endeavor to nurture the vibrant arts and music culture in Lawrence, KS. With your generous donation, we can ensure that performers who selflessly share their talents at our event receive the recognition and compensation they deserve.

Furthermore, your support directly aids our ambitious project to construct an extraordinary amphitheater at Sesquicentennial Point in Lawrence, Kansas. This initiative not only provides a central platform for artistic expression but also promotes the development of this lesser-known special events park. Your involvement helps us in raising awareness and advocating for the further development of Sesquicentennial Point as a cultural hub for the arts in Lawrence, KS, benefiting present and future generations alike.

By acknowledging your generosity through a dedicated post on our social media channels, we aim to showcase your commitment to fostering cultural enrichment and community engagement. Together, we can celebrate and uplift the artistic talents of our region while simultaneously promoting the growth and enhancement of Sesquicentennial Point for the benefit of all. Your support contributes significantly to our collective vision of a thriving arts culture and ensures a brighter future for Lawrence, KS!

# 2024 Poster



**GREAT PLAINS**  
**ART** — & — **MUSIC**  
**FESTIVAL**  
**THE POINT - LAWRENCE, KANSAS**  
**SEPTEMBER 28, 2024**

# 2023 Poster

City of Lawrence

**SON VENEZUELA**

**Ugods**

AM SCHWEM

93 Live

DEEJAY PROOF

**Da Noise**

Lotus Peyotus

Kim and Joel & The Invisible Band

**FrayTus**

MAS

UNMUTABLY LAWRENCE

88213

Jontomknuff PERFORMANCE POETRY

**RAMONA CLAY**

The Last Carnival Acrobats

**CARD TABLE THEATRE** Shitty Deal Puppet Theatre

MICHAEL MAHER

Brie Herrick

**CORY PHILLIPS**

Tanya's Feel Good Yoga

NO SIGNAL

**2ND ANNUAL GREAT PLAINS ART & Music Festival**

SESQUICENTENNIAL POINT  
Lawrence, Kansas

SATURDAY, SEPTEMBER 30, 2023

FREE 8:00AM-1:00PM \$25 PRESALE - \$35 DAY OF SHOW

FOOD TRUCKS and ART FAIR 8:00AM-11:30PM

greatplainsfest.com

# Sponsor Ads 2023

Thank You!

**COTTIN'S** HARDWARE & RENTAL

1832 Massachusetts St. Lawrence, KS.

cottinshardware.com

OFFICIAL SPONSOR

**COTTIN'S IS A BELOVED FAMILY OWNED LAWRENCE INSTITUTION PROVIDING TOOLS, SUPPLIES, RENTALS AND EXPERTISE SINCE 1946.**

# 2022 Poster

GREATPLAINSFEEST.COM

**GREAT PLAINS**

ART & MUSIC FESTIVAL

THE BAND THAT SAVED THE WORLD

GODZILLIONAIRE ◊ SUNU ◊ MARIA THE AMERICAN

CORY PHILLIPS & THE BAND OF LIGHT

HALF TIGER ◊ HALF BEAR ◊ THE ROSELINE ◊ DEEJAY PROOF

WAYNE GOTTSTINE ◊ TYLER GREGORY ◊ APPROACH

INTERESTED IN SELLING YOUR ART? HAVE A FOOD TRUCK? BOOTHS AND SPACE IS AVAILABLE! VISIT GREATPLAINSFEEST.COM FOR DETAILS

SATURDAY | OCTOBER 15, 2022

DAYTIME EVENT FREE FROM 9AM-2PM

SESQUICENTENNIAL POINT ◊ LAWRENCE, KANSAS

CONCERT STAGE 1PM-1AM | FOOD TRUCKS & ART FAIR ALL DAY

TICKETS: \$25 IN ADVANCE | \$35 DAY OF EVENT | \$50 VIP | 12 AND UNDER FREE

**THERE WILL BE BEER**

**TOURING TAPS**

2nd Annual

The Great Plains Art & Music Festival has up to 20 craft brews on tap!

SATURDAY, SEPTEMBER 30TH 2023

Lawrence, KS

greatplainsfest.com

**THANK YOU PAPA KENO'S!**

1035 MASS. ST.

DOWNTOWN LAWRENCE KS!

PERFECTING EAST COAST PIZZA SINCE 1991

SAT. SEP. 30TH, 2023 LAWRENCE, KS.

**GREAT PLAINS** ART & MUSIC FESTIVAL

22 BAKEPIZZERIA

GREATPLAINSFEEST.COM

To proceed with sponsorship or donation, simply visit [greatplainsfest.com](http://greatplainsfest.com). You can pay online by selecting your sponsorship level directly from our homepage. Alternatively, you can make checks payable to Great Plains Art Festival. If preferred, we can also provide our festival Venmo information. We're more than happy to swing by to pick up the check if that's convenient for you. For more information, feel free to reach out via email at [producer@greatplainsfest.com](mailto:producer@greatplainsfest.com) or give Tom Pfeiler a call using the contact details below.

Once you've made your contribution, Tom will get in touch to collect your logo and discuss ideas for crafting a sponsorship ad. Your input is crucial, and you'll have the chance to approve the final version. If you're unsure about ad ideas, no problem! Tom can easily create one for you.

Please refer to the QR codes below for further information.

Feel free to contact Tom Pfeiler at 785-521-3347 or email [producer@greatplainsfest.com](mailto:producer@greatplainsfest.com).

We're eagerly anticipating your support!

Samples of our past advertisements



Sesquicentennial Point Drone Footage



Festival Website:



Our Instagram:



Our Facebook



Our Tik Tok

