



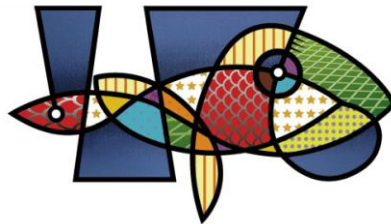
LOWELL PARKS &  
CONSERVATION TRUST



## *Riverfest 2011: Culture Flows*

*Saturday, June 11, 2011*

*Location: Middlesex Community College & Concord River Greenway*



In partnership with the **Lowell Parks & Conservation Trust**, **COOL (Cultural Organization of Lowell)**, the **City of Lowell** and **92.5 The River** present *Riverfest 2011: Culture Flows*. Building off of a robust schedule of events through the region, Lowell will host the premier celebration on the newly renovated Concord River Greenway, near the heart of the City's historic Downtown.

### **Programming Includes:**

- Musical Performances featuring Farren Butcher, Inc., Bliss, and Cornell Colley, as well as other local musicians, hosted by River On-Air personality, Lisa Garvey
- Kids hands-on recycled craft, t-shirt painting, and live animal presentations
- Gatehouse tours and trolley rides
- Public art by Lineu Zadereski and over 20 associated youth art exhibits
- Plus, delicious ethnic food!

*Be a part of this inaugural event celebrating the start of  
Lowell's Summer events season!*

**Discover Lowell Partners include:** the Cultural Organization of Lowell (COOL), City of Lowell, Massachusetts Cultural Council, 119 Gallery, American Textile History Museum, Arts League of Lowell, Brush Art Gallery & Studios, Downtown Lowell Business Committee, Greater Lowell Chamber of Commerce, Greater Merrimack Valley Convention & Visitors Bureau, Light of Cambodian Children, Lowell National Historic Park, The Lowell Plan, Lowell Public Schools, Lowell Telecommunications Corporation, Middlesex Community College, New England Quilt Museum, The Revolving Museum, UMass Lowell, United Teen Equality Center, Western Avenue Studios/Western Avenue Artists Association, Lowell Parks & Conservation Trust.



## Sponsor Packages

**Premier Event Sponsor: \$1,500.00** (limited to 2)

### Media Exposure:

- Logo featured on event landing page on Lowell.org and Lowelllandtrust.org (averaging over 600 visits per month)
- Logo featured on event collateral (4,000 distributed)
- Logo/Name featured in email promotions (reaching 5,000 recipients)
- Featured in a minimum of thirty (30) :60 promotional radio spots to air on 92.5 The River
- Matching :60 second streaming schedule on [www.theriverboston.com](http://www.theriverboston.com)

### On-Site/Experiential

- Three (3) live on-stage announcements by a River on-air host during the Festival
- Space for a 10x10 tent/booth at the event with premier placement (client must supply own tent, table & chairs, etc)
- Banner (6'x3') will be displayed prominently at the event (provided by sponsor)
- Opportunity to supply company handout/premium in attendee gift bags (quantity: 1,000)

### Event Partner: \$750

#### Media Exposure:

- Logo featured on event landing page on Lowell.org and Lowelllandtrust.org (averaging over 600 visits per month)
- Name listed on event brochure (4,000 distributed)
- Name featured in promotional emails (reaching over 5,000 recipients)

#### On-Site/Experiential

- Space for a 10x10 tent/booth at the event with premier placement (client must supply own tent, table & chairs, etc)
- Opportunity to supply company handout/premium in attendee gift bags (quantity: 1,000)

### Event Supporter: \$250

#### Media Exposure:

- Name featured on event landing page on Lowell.org and Lowelllandtrust.org (averaging over 600 visits per month)
- Name featured in promotional emails (reaching over 5,000 recipients)

#### On-Site/Experiential

- Space for a 10x10 tent/booth at the event (client must supply own tent, table & chairs, etc)

## Contact Information

For more information or to book your package, please contact:

### LZ Nunn

Director, Cultural Organization of Lowell  
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[lznunn@lowellma.gov](mailto:lznunn@lowellma.gov)

### Jane Calvin

Executive Director, Lowell Parks & Conservation Trust  
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# Riverfest 2011: Culture Flows!

## Sponsor Form

### Contact Information

Name of Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person/ Title \_\_\_\_\_

Company Website (for link off of landing page): \_\_\_\_\_

### Commitment

*Please check off the level of support you wish to give*

Premier Event Sponsor\* \$1,500

Event Partner \* \$750

Event Supporter \$250

### Authorization

Name, title, and organization of person submitting information

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please make check payable to the Lowell Parks & Conservation Trust, Inc. Completed forms and payment can be mailed to:*

Lowell Parks & Conservation Trust, Inc.

PO Box 7162,

Lowell, MA 01852

**\*Logo Submission:** For top two level packages, please submit a high res (eps or jpg preferred) file of your company logo to [HHagman@lowellma.gov](mailto:HHagman@lowellma.gov) to be included in our marketing materials.

**Deadline to Reserve: Thursday, May 18, 2011**

