

Welcome to

VAN

GOGH

Arty Night

Farm to Table(aux)[®]

BENEFITING Downtown Lafayette Unlimited

DOWNTOWN LAFAYETTE'S 1ST ANNUAL

Farm to Table(auX)[®]

2024 THEME: VAN GOGH ARTY NIGHT

Sunday, November 10 • 5:30 – 9:00 pm

Acadiana Center for the Arts

Farm to Table(auX) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes prepared by local chefs and farmers alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Child Advocates

Enjoy wine and unique cuisine

On average, guests donate/spend \$200-\$600 per event





ABOUT US

Downtown Lafayette Unlimited (DLU) is a member-based nonprofit whose responsibility is to promote the district's assets by bringing more foot traffic Downtown through community events, marketing efforts, membership, and residency. DLU also strives to create cohesion amongst Downtown business leaders and advocate for their success.

OUR MISSION

Alongside the Downtown Development Authority, DLU engages with various organizations across Lafayette and Acadiana to build strong partnerships in Downtown improvements to provide the private sector leadership and coordination needed for revitalization efforts.

OUR HISTORY

41 years ago in 1943, DLU was founded to work hand in hand with the Downtown Development Authority. Events like Festival International de Louisiane and Downtown Alive! came to fruition through DLU's work and partnerships with other community leaders. DLU continues to create programs for the community to engage through work, play, and even residential living. Our nonprofit relies solely on contributions from the community through sponsorships, memberships, and other charitable giving.



MARKETING STRATEGY

Printed Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 2,000+**

Printed Invitation: The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 10-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 500+**

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of Downtown Lafayette supporters.

Webpage: The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

Social Media: With an audience of over 30,000 spread across social media outlets, Downtown Lafayette will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Program: Distributed to all attendees at the event, the program includes event details, sponsor recognition, Downtown Lafayette program information, and live and silent auction item descriptions.

+ MUCH MORE!

SOLD!



\$25,000 EXCLUSIVE PRESENTING SPONSOR

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Downtown Lafayette Unlimited Presented by "Your Company Name/Logo Here").

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, e-newsletters and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Opportunity to promote business with booth at event (booth/contents to be mutually agreed upon)
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in Swag Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2025 FTT event
- Two prominent tables with seating for 16 guests and swag bags



\$15,000 DIAMOND SPONSOR

- A \$15,000 investment in Downtown Lafayette
- On-stage verbal recognition during the seated program
- Prominent signage at the event
- Logo inclusion in some event PR and advertising initiatives, press releases, and event collateral
- Logo recognition on event website, signage, eblasts, printed program, and program slide show
- Dedicated social media "Thank You" post (over 30,000 reach)
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Prominent VIP table seating for 12 guests and swag bags



\$10,000 GOLD SPONSOR

- A \$10,000 investment in Downtown Lafayette
- On-stage verbal recognition during the seated program and prominent signage at the event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Logo inclusion in event collateral including programs, signage, and invitations
- Logo recognition on event website, signage, eblast, and program slide show
- Dedicated social media Thank You post (30,000 reach)
- Prominent VIP table seating for 8 guests and swag bags

\$5,000 SILVER SPONSOR

- A \$5,000 investment in Downtown Lafayette
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Logo in the event program and invitations when secured 30 days prior to event
- Dedicated social media Thank You post (30,000 reach)
- VIP table seating for 4 guests and swag bags

\$2,500 BRONZE SPONSOR

- A \$2,500 investment in Downtown Lafayette
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program and invitations when secured 30 days prior to event
- Table seating for 2 guests and swag bags



MENU OF ADDITIONAL OPPORTUNITIES

- **Strike a Pose - \$5,000** (1 available) **Benefits Include:** Your logo on photo opp backdrop, tons of social media exposure and recognition in the printed program + 4 VIP tickets.
- **Personalized Glass Sponsor - \$5,000** (1 available) **Benefits Include:** Your logo on wine glasses + 4 VIP tickets.
- **Mystère Box Raffle - \$5,000** (1 available) **Benefits Include:** Your brand featured on the Mystère Box, all promotions of the box leading up to the event, Logo on all raffle materials, verbal recognition upon Mystère Box reveal + 4 VIP tickets.
- **Live Auction - \$5,000** (1 available) **Benefits Include:** Your logo featured on the Live Auction preview eblast, all Live Auction digital slides, auction number paddles, and "thank you" acknowledgements and multiple verbal recognitions from stage during the Live Auction + 4 VIP tickets
- **Mission Moment Sponsor- \$5,000** (1 available) **Benefits Include:** An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high-impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback with the tagline of "This mission moment made possible by...". Highlighting your company name or logo in mission-focused eblasts or social posts, event slides, etc. + 4 VIP tickets.
- **Stage Crew - \$3,000** (1 available) **Benefits Include:** Your logo and branding exposure on the 15+ "Stage Crew" T-shirts + 2 general admission tickets
- **Tableaux Vivant - \$2,500** (4 available) **Benefits Include:** Your logo next to the tableaux and recognition in the printed program + 2 general admission tickets.



MENU OF ADDITIONAL OPPORTUNITIES

- **Valet - \$3,000 (1 available)** **Benefits Include:** Custom rearview mirror tag in every valet car with your logo plus a phrase like “XXX is happy to help Downtown Lafayette achieve their mission.” Name recognition in program, event website, and event day slideshow + 2 general admission tickets.
- **Lagniappe - \$2,500 (1 available)** Every guest loves to take home a few mementos at the conclusion of an event, and your sponsorship can make that happen. Each guest will receive a Lagniappe Bag with your logo displayed on it that they will take home with them that contains high-quality goodies. **Benefits Include:** Your logo on one side of a high-quality tote bag or box, on event website, print program, and event day slideshow + 2 general admission tickets.
- **Silent Auction - \$2,500 (1 available)** As guests bid on carefully curated Silent Auction packages, your logo will be represented in prime location. **Benefits Include:** Your logo on signage and mobile bidding, silent and live auction preview eblast, all silent auction description pages, event website, print program, and day-of slideshow + 2 general admission tickets.
- **Artisan Cocktail & Beverage Sponsor - \$2,500 (1 available)** This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy prior to the seated dinner. **Benefits Include:** Your logo prominently displayed at the drink station, event website, print program, and event-day slideshow + 2 general admission tickets.
- **Hydration Station Sponsorship- \$1,500 (1 available)** **Benefits Include:** Elegant signage and your logo on bottled waters + 1 general admission ticket.



SPONSOR REGISTRATION

Presenting (\$25,000) Diamond (\$15,000) Gold (\$10,000) Silver (\$5,000) Bronze (\$2,500)

Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Invoice for \$ _____ payable to Downtown Lafayette Unlimited. *Invoices must be paid upon receipt.*

Charge my Credit Card for \$ _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Address : _____ City/State: _____

Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(oux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Please Contact: Jessica Hauerwas, Executive Director (Jessica@downtownlafayette.org)