

11TH ANNUAL



LEXINGTON



2020 SPONSORSHIP OPPORTUNITIES

THURSDAY, MAY 14 | THE KENTUCKY THEATER

BENEFITING



Nurturing lives

harmed by intimate partner abuse.



ABOUT LUNAFEST

LUNAFEST is a national traveling film festival that features short films by and about women. Established in 2000 by LUNA®, Makers of the Whole Nutrition Bar for Women, LUNAFEST promotes women filmmakers, raises awareness for women's issues, and supports local nonprofit organizations in host cities.

Films range from animation to fictional drama and cover topics relating to women's health, motherhood, body image, relationships, cultural diversity, breaking barriers and more. The films are selected by outside advisors comprised of notables in the industry.

LUNAFEST will screen in nearly 200 locations across the nation. Since the event was founded 20 years ago, more than \$4 million dollars has been raised for organizations that serve women around the world. 100% of proceeds from LUNAFEST Lexington benefits GreenHouse17.



ABOUT GREENHOUSE17

GreenHouse17 is a nonprofit advocacy agency committed to ending intimate partner abuse in families and the community. Our specially trained advocates nurture lives harmed 24 hours a day, every day of the year.

Our main facility is situated on a beautiful 40-acre property in rural Fayette County. From this location and two additional offices in our service area, we provide crisis intervention and stabilization services, including a 24-hour hotline, emergency shelter, counseling, support groups, and safe exchange and visitation.

Survivors have the opportunity to be out in the fresh air on a beautiful 40-acre farm that surrounds our emergency shelter. Growing flowers and fruits, vegetables and herbs while growing strong in body and mind. The integration of our farm program with traditional services for survivors has received many awards, including the national Mary Byron Project Celebrating Solutions Award and Kentucky Nonprofit Network Innovative Nonprofit Award.



LUNAFEST LEXINGTON HISTORY

Three local women came together more than a decade ago with the goal of organizing an event to support survivors of intimate partner abuse. Their efforts brought the national short film festival to our region. And in the years since, the event has raised more than \$100,000 to benefit the mission of GreenHouse17. We celebrate and honor these women as the local event founders: **Geni Osborn, Helue Shalash, and Pam Holbrook.**

Stills from this year's films.

SPONSOR BENEFITS

LUNAFEST Lexington event marketing reaches **30,000 people** each year. Attendance for this year's event is expected to exceed 225 guests. The event's typical guest is a college-educated, professional woman, 24-55 years old, residing in Fayette County or the surrounding region. Women make 85% of consumer purchase decisions,* and studies find women are the primary consumers in the home, banking, personal computer, food, clothing, travel, and new vehicle markets. Almost 90% of consumers say they would switch brands if the other brand were associated with a good cause.* Your LUNAFEST Lexington sponsorship has benefits.

Benefit	Box Office	Directing	Starring	Leading	Supporting	Giving Circle
Event Tickets w/Reserved Seating	20	15	12	10	5	4
Logo on Big Screen	✓	✓	✓	✓	✓	✓
Logo in Event Program	✓	✓	✓	✓	✓	
Webpage Link	✓	✓	✓	✓	✓	
Social Media Features	8	5	3	1		
Media Alert	✓	✓				
Print Marketing (posters & postcards)	✓					
TV Advertising	✓					
Theatre Marquee	✓					
Remarks to Audience	✓					
Product Placement Option	included	included	included	\$100 add-on	\$100 add-on	
Marketplace Booth Option	included	included	included	included	\$100 add-on	
Swag Bag Inclusion Option	included	included	included	included	included	
Estimated Reach	30,000+	15,000	5,000	2,500	1,000	250
Deadline to secure all benefits	3/1	4/1	5/1	5/1	5/1	5/1

*Statistics from Girl Power Marketing and Entrepreneur.com.



LUNA FEST LEXINGTON

2020 SPONSORSHIP PACKAGES

BOX OFFICE SPONSOR | \$3,000

- 20 event tickets with reserved seating for staff, customers, and partners.
- Company name on the theater marquee the night of the event.
- Company address to audience before the films begin.
- Company banner prominently displayed at event.
- Company logo printed on event posters and postcards.
- Company name or logo included in television advertisements.
- Company logo and link featured on event web page.
- Company mention in at least 8 social media posts.
- Company logo featured in event program.
- Company logo displayed on big screen before the films.
- Option for marketplace booth, product placement, and swag bag item(s).

DIRECTING SPONSOR | \$2,000

- 15 event tickets with reserved seating for staff, customers, and partners.
- Logo and link featured on event web page.
- Company mention in at least 5 social media posts.
- Logo printed in event program.
- Logo featured on big screen before the films.
- Option for marketplace booth, product placement, and swag bag item(s).

STARRING SPONSOR | \$1,000

- 12 event tickets with reserved seating for staff, customers, and partners.
- Link to company website on event web page.
- Logo printed in event program.
- Company mention in at least 3 social media posts.
- Logo featured on big screen before the films.
- Option for marketplace booth, product placement, and swag bag item(s).

LEADING SPONSOR | \$500

- 10 event tickets with reserved seating for staff, customers, and partners.
- Link to company website on event web page.
- Company mention in at least 1 social media posts.
- Logo printed in event program.
- Logo featured on big screen before the films.
- Option for inclusion of promotional items in swag bag.
- \$100 add-on for market booth or product placement.

SUPPORTING SPONSOR | \$250

- 5 event tickets with reserved seating for staff, customers, and partners.
- Link to company website on event web page.
- Logo printed in event program.
- Logo featured on big screen before the films.
- Option for inclusion of promotional items in swag bag.
- \$100 add-on for market booth or product placement.

GIVING CIRCLE SPONSOR | \$100

- 4 event tickets with reserved seating.
- Circle name displayed on big screen before films.

SPONSOR CONTACT

Reena Martin
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rmartin@greenhouse17.org

MADE POSSIBLE BY



BENEFITING



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2020 MEDIA SPONSORSHIP PACKAGES

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Proceeds from **LUNAFEST Lexington** benefit GreenHouse17, a local nonprofit organization committed to ending intimate partner abuse in families and our community. Event marketing reaches 30,000 people each year. Attendance for this year's event is expected to be 225 people. The event's target market and typical event guest is a college-educated, professional woman, 24-55 years old, residing in Fayette County.

MEDIA SPONSOR BENEFITS

- Logo displayed on screen before event begins.
- Logo featured in event program.
- Recognition in social media and newsletter articles.
- Up to 6 event tickets with reserved seating.
- Option to distribute promotional items during the event.

SUPPORT REQUEST BY MEDIA TYPE

TELEVISION

- Production and broadcast of PSA during April & early May.
- Interview with planning committee representative prior to event.
- Possibility of news coverage the night of the event.

PRINT

- Quarter page advertisement in publication.
- Publication of event press release.
- Social media mention to celebrate media sponsorship.

RADIO

- Production and broadcast of promotional spot in May.
- Interview with planning committee representative prior to event.
- Social media mention to celebrate media sponsorship.

ONLINE

- Banner or sidebar advertisement on website.
- Publication of event press release.
- Social media mention to celebrate media sponsorship.

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GreenHouse17.org



Serving 17 Kentucky counties: Anderson, Bourbon, Boyle, Clark, Estill, Fayette, Franklin, Garrard, Harrison, Jessamine, Lincoln, Madison, Mercer, Nicholas, Powell, Scott, and Woodford.

