



LEXINGTON

2022 SPONSORSHIP OPPORTUNITIES

An evening of short films by & about women

Thursday, October 27
THE KENTUCKY THEATER

BENEFITING





LUNA FEST

LEXINGTON

ABOUT

LUNAFEST is a national traveling film festival that short films by and about women. Established in 2000 by LUNA®, makers of the whole nutrition bar for women, the event 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, cultural diversity, relationships, and more. The films are selected by notable advisors in the film industry. LUNAFEST is screened in nearly 200 cities across the nation.

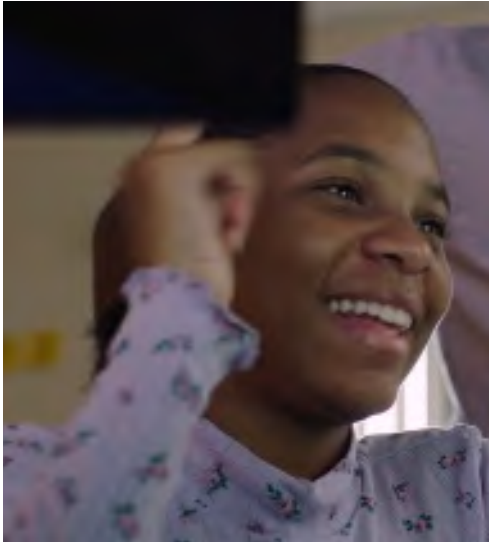
BENEFITING

GreenHouse17 is a nonprofit advocacy agency committed to ending intimate partner abuse in families and the community. 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 three additional offices in our service area, the following crisis intervention and healing services are provided: 24-hour hotline, emergency shelter, counseling, support groups, safe exchange and visitation, and more.

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. 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.**



SPONSOR BENEFITS

Your sponsorship has benefits. LUNAFEST Lexington event marketing reaches 30,000 people each year. Attendance for this year's event is expected to be 200-225 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.*

Benefit	Box Office	Directing	Starring	Leading	Supporting	Giving Circle
Event Tickets w/Reserved Seating	15	10	8	8	6	5
Logo on Big Screen	✓	✓	✓	✓	✓	✓
Logo in Event Program	✓	✓	✓	✓	✓	
Webpage Link	✓	✓	✓	✓	✓	
Social Media Features	8	5	3	1		
Logo Printed on Event Posters	✓					
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 Marketing Option	included	included	included	included	included	
Estimated Reach	30,000+	15,000	5,000	2,500	1,000	250
Deadline to secure all benefits	7/30	8/15	8/30	9/15	9/30	10/15

*Statistics from Girl Power Marketing and Entrepreneur.com.



LUNA FEST LEXINGTON

2022 SPONSORSHIP PACKAGES

BOX OFFICE SPONSOR | \$5,000

- An exclusive option - only one available.
- 15 event tickets with reserved seating
- Company name on the theater marquee.
- Address to audience from stage before the films.
- Company banner displayed at event.
- Logo printed on event posters.
- Logo and link to company website on event webpage.
- At least 8 social media and email mentions.
- Logo featured prominently in event program.
- Logo featured on big screen before the films.
- Option for marketplace booth or product placement.
- Option to provide marketing item(s) for swag bags.

DIRECTING SPONSOR | \$2,500

- 10 event tickets with reserved seating.
- Logo and link to company website on event webpage.
- At least 5 social media and email mentions.
- Logo printed in event program.
- Logo featured on big screen before the films.
- Option for marketplace booth or product placement.
- Option to provide marketing item(s) for swag bags.

STARRING SPONSOR | \$1,000

- 10 event tickets with reserved seating.
- Link to company website on event webpage.
- At least 3 social media and email mentions.
- Logo printed in event program.
- Logo featured on big screen before the films.
- Option for marketplace booth or product placement.
- Option to provide marketing item(s) for swag bags.

LEADING SPONSOR | \$500

- 8 event tickets with reserved seating.
- Link to company website on event web page.
- Logo printed in event program.
- Company mention in social media post.
- Logo featured on big screen before the films.
- Option for marketplace booth.
- \$100 add-on for product placement.
- Option to provide marketing item(s) for swag bags.

SUPPORTING SPONSOR | \$250

- 6 event tickets with reserved seating.
- Link to company website on event webpage.
- Logo printed in event program.
- Logo featured on big screen before the films.
- \$100 add-on for market booth or product placement.
- Option to provide promotional items in swag bag.

GIVING CIRCLE SPONSOR | \$100

- 5 event tickets with reserved seating.
- Giving Circle name featured on big screen before films.

MADE POSSIBLE BY



BENEFITING

Green  House17
Nurturing lives
harmed by intimate partner abuse.

SPONSOR CONTACT

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LUNA FEST LEXINGTON

2022 MEDIA SPONSORSHIPS

MEDIA SPONSOR BENEFITS

- Up to 5 event tickets with reserved seating.
- Logo displayed on screen before event begins.
- Logo featured in event program.
- Recognition in social media and email newsletter articles.
- Option to distribute promotional items during the event.

MADE POSSIBLE BY



SUPPORT REQUEST BY MEDIA TYPE

TELEVISION

- Production and broadcast of PSA during October.
- On-air interview during morning or afternoon program prior to event.
- Possibility of news coverage the night of the event.

PRINT

- Quarter page advertisement in your printed publication.
- Publication of event details in calendar and/or other section.
- Social media mention to celebrate media sponsorship.

RADIO

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

ONLINE

- Advertisement on website.
- Publication of event press release.
- Social media mention to celebrate media sponsorship.



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