



## Recognizing Community Gamechangers in the Indy Region Sponsorship Information and Application

**Vision:** To encourage the transformation of neighborhoods throughout the Indy region into authentic and vibrant places profoundly attractive and livable for both residents and visitors. This will be accomplished through the creation of an annual event that will recognize the people and places in the Indy region that have made outstanding progress in developing their neighborhoods as livable places.

**The Awards:** Five awards will be given highlighting people, projects, initiatives, and organizations impacting specific neighborhoods. These will be organized around Livability, Opportunity, Vitality, and Education. In each category finalists (announced before the event) will be highlighted through a short video produced by the event organizers, and the category winner (announced at the event) will receive a substantial unrestricted grant of approximately \$2,500. The fifth award will be the LOVE Award, a People's Choice award determined by voting at the event, and will receive a \$5,000 award. This approach will provide a valuable video to all finalists and ensure that their supporters attend the event.

**Timeline:** The event will take place on April 16, 2020.

**Awards Event Format:** This annual event will be glamorous, yet rooted in the authentic cultures of area neighborhoods. It will be an early evening event starting at 5:00 pm held at the Indiana War Memorial. The event will start with a reception featuring heavy hors d'oeuvres, a full bar, and live music. This will be followed with attendees moving into the beautiful auditorium space for an hour-long awards ceremony.

**Lead Organizations:** Planning for this event is being led by Local Initiatives Support Corporation (LISC), with support from many additional local community partners. Indianapolis LISC is the local chapter of a national community development organization that helps neighbors build strong and authentic communities through investments in livability, economic opportunity, housing vitality, and cradle-career education.

**Sponsorship Opportunities:** The event is anticipated to cost approximately \$80-90,000. This will be funded primarily through sponsorships with additional income from ticket sales.

### **Presenting Sponsor – One (1) Available: \$20,000**

- Presenting naming rights for the event and inclusion of logo on all event materials
- Spotlight corporate overview in newsletter distributed by LISC Indianapolis
- Sponsor logo included in nominee video; shown at event and widely distributed by winners and LISC Indianapolis after the event
- Full page ad in event program and display advertising at event and reception
- Logo and link on event website and premier inclusion in social media
- Opportunity for sponsor representative to speak at award ceremony
- On-site graphic recognition throughout the event venue
- 20 tickets to VIP reception and event

### **Award Sponsor—Five (5) Available: \$10,000**

- Naming rights for one of the five awards that will be given (Livability, Opportunity, Vitality, Education, People's Choice)
- Opportunity to introduce your organization and announce category winner at event
- Sponsor logo included in nominee video; shown at event and widely distributed by winners and LISC Indianapolis after the event
- Full page ad with premiere placement in event program and display advertising at event and reception
- Logo and link on event website and inclusion in social media
- On-site graphic recognition throughout the event venue
- 15 tickets to VIP reception and event

### **Gamechanger Sponsor: \$5,000**

- 1/2 page ad in event program and display advertising at event and reception
- Logo and link on event website and inclusion in social media
- On-site graphic recognition throughout the event venue
- 10 tickets to VIP reception and event

### **Corporate Sponsor(s): \$2,000**

- 1/4 page ad in event program and display advertising at event and reception
- Logo and link on event website and inclusion in social media
- On-site graphic recognition throughout the event venue
- 10 tickets to VIP reception and event

### **Non-Profit Sponsor(s): \$1,000**

- 1/4 page ad in event program and logo displayed at event
- Logo and link on event website and inclusion in social media
- On-site graphic recognition throughout the event venue
- 10 tickets to VIP reception and event

### **Finalist Sponsor: \$500**

- Logo and link on event website and inclusion in social media
- On-site graphic recognition throughout the event venue
- 5 tickets to event and reception



## Sponsorship Application

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ Twitter: @\_\_\_\_\_

I want to invest in the Local Initiatives Support Corporation (LISC) Indianapolis as a sponsor at the following level:

Presenting Sponsor- \$20,000

Award Sponsor - \$10,000 (Circle award name: Livability, Opportunity, Vitality, Education or Love Award)

Gamechanger Sponsor - \$5,000

Corporate Table Sponsor - \$2,000

Non-Profit Table Sponsor - \$1,000

Finalist ½ Table Sponsor - \$500

### Payment:

Please Invoice Me

Check enclosed (make payable to Local Initiatives Support Corporation Indianapolis) Local Initiatives Support Corporation Indianapolis The Platform, 202 East Market Street Indianapolis, IN 46204

**For more information, contact: Megan Bulla at [mbulla@lisc.org](mailto:mbulla@lisc.org) or (317) 671-5055.**