

INDIANAPOLIS OPERA

9th ANNUAL “LOBSTER PALOOZA” 2018 SPONSORSHIP OPPORTUNITIES

An experience like no other, “Lobster Palooza” is an evening of unadulterated FUN, fabulous FOOD, DANCING under the stars with 300 of Indy’s best revelers! Scheduled for Saturday, July 21st, the 9th annual summer evening event is held on the grounds of the Basile Opera Center at N Pennsylvania and 40th Street. With a few acres of lawn and a nice, big parking lot, there’s plenty of room for tables, a great band, a few bars and yes, boiling pots of lobsters, corn on the cob, mussels and clams! We’d love to engage you in the action with a tasty sponsorship opportunity!

PRESENTING SPONSOR \$10,000

People will be swept away with YOUR business and brand as THE title sponsor of “Lobster Palooza”! Surely one of the most anticipated summer events in Indy and absolutely one of the most fun! Jump on this opportunity and ride it away!

Benefits include:

- The opportunity to showcase your products on site before and during the event.
- Your logo and delineation as Presenting Sponsor on all volunteer T-shirts at the event.
- Your logo and delineation as Presenting Sponsor on all printed materials, related to the event: invitations (1,500 piece mailing), posters, and all event promotional materials.
- Your logo and delineation as Presenting Sponsor on all virtual platforms with hyperlinks to your website: IO’s website, *twitter*, *Facebook*, *instagram*.
- Your logo and delineation as Presenting Sponsor on all event signage.
- Recognition and thanks at all public relations venues: radio, TV, and service group presentations.
- Recognition and thanks from General Director’s stage comments at event.
- 16 complimentary tickets (@ \$250) to the *VIP Experience with Indiana Pacer’s General Manager, Kevin Pritchard*, at 6pm, including 2 reserved tables for 8 afterwards at Lobster Palooza.
- 10% sponsor discount on extra seating.
- Complimentary valet parking.

VIP EXPERIENCE SPONSOR \$7,500

Who wouldn’t want to touch shoulders – elbows?! – with Indiana Pacer’s President, Kevin Pritchard, get his autograph, have a photo opp with him and schmooze with other patrons and party-goers? This is a very popular part of “Lobster Palooza”, scheduled before the event takes place, resplendent with all kinds of adult beverages and gorgeous hors d’oeuvres – put your business name on it and let it shine!

Benefits include:

- Your logo and delineation as the VIP Experience sponsor on printed materials, related to the event: invitations (1,500 piece mailing), posters and other promotional material.
- Your delineation as VIP Experience Sponsor on Save the Date cards and invitations.

VIP EXPERIENCE SPONSOR Benefits continued...

- Your logo and delineation as VIP Experience Sponsor on Table Cards at VIP Experience area.
- Your logo and delineation as VIP Experience Sponsor on all virtual platforms with hyperlinks to your website: IO's website, *twitter*, *Facebook*, *instagram*. (All use of sponsor's logo will be sent to sponsor for approval prior to printing or posting on IO's website.)
- Your logo and delineation as VIP Experience Sponsor on IO's website with hyperlink to your business' website.
- Your logo and delineation as VIP Experience Sponsor on signage at the event.
- All recognition and thanks from IO's General Director at the VIP Experience. 8 complimentary tickets (@ \$250) to the VIP Experience Reception at 6pm, including a reserved table for 8 afterwards at Lobster Palooza.
- 10% sponsor discount on extra seating.
- Complimentary valet parking.

SEAFOOD SPONSOR

SOLD

Sure, the hundreds of guests at "Lobster Palooza" want to gather for fun with their friends, kick up their heels and celebrate summer under the stars ... BUT... their most important reason for attending "Lobster Palooza" is the lure of succulent, butter-bathed lobsters, steamy clams and mellow mussels! Serve it all up under your company's banner!

Benefits include:

- Your logo and delineation as Seafood Sponsor on printed materials, related to the event: invitations (1,500 piece mailing), posters, and event signage.
- Your logo and delineation as Seafood Sponsor on bibs.
- Your logo and delineation as Seafood Sponsor on cooks' aprons.
- Your logo and delineation as Seafood Sponsor on signage at the event.
- Your name on all virtual platforms with hyperlinks to your website: IO's website, *twitter*, *Facebook*, *instagram*. (All use of sponsor's logo will be sent to sponsor for approval prior to printing or posting on IO's website.)
- Recognition and thanks from General Director from stage.
- 8 complimentary tickets (@ \$250) to the VIP Experience Reception at 6pm, including a reserved table for 8 afterwards at Lobster Palooza.
- 10% sponsor discount on extra seating.
- Complimentary valet parking.

MUSIC AND STAGE SPONSOR

\$3,500

Just as Calypso enchanted Odysseus with singing, your business will surely captivate “Lobster Palooza’s” guests by providing highly danceable music from the swaying deck aka the stage.

Benefits include:

- Your logo and delineation as Music and Stage Sponsor signage on stage.
- Your logo and delineation as Music and Stage Sponsor name on table tents and event signage.
- Your logo and delineation as Music and Stage Sponsor on all virtual platforms with hyperlinks to your website: IO’s website, *twitter*, *Facebook*, *instagram*.
- Your logo and delineation as Music and Stage Sponsor logo and name on IO’s website with hyperlink to your business’ website.
- 8 complimentary tickets (@ \$250) to the VIP Experience Reception at 6pm, including a reserved table for 8 afterwards at Lobster Palooza.
- Recognition and thanks from General Director at event.
- 10% sponsor discount on additional seats.
- Complimentary valet parking.

* All sponsorship levels will receive a post-event report. An IO representative will schedule a time to meet with you after the event and present a sponsorship fulfillment report and evaluation of the return on your investment.

