



PERFORMING ARTS  
CENTER EASTSIDE

# Bellwether 2023-2024 Post-Event Sponsorship Report



With the arrival of PACE's new Executive Director Lora Unger in May 2023, PACE wasted no time meeting with two major Bellwether 2023 Sponsorship collaborators: Amazon and Lotus Communication. While uniquely connected to community leaders through a strong board, sponsorship and in-kind donations to bring Bellwether 2023 to fruition were not as successful as initially assumed. With an original goal of retaining \$75,000 by festival launch, PACE was able to raise \$42,510 from the time of contract execution in February.

## SPONSORSHIP and IN-KIND DONATIONS BY THE NUMBERS

Sponsorship Type	Contributor	Amount	Purpose
Financial	Amazon	\$20,000.00	General Operating
In-Kind Support	Lotus Communications	\$20,800.00	Festival Marketing – All radio spots and specials
In-Kind Support	Kevin Jablonski – Hollywood and Vines Studio	\$1,000.00	August 26th Event Site and Equipment and Engineer Donation
In-Kind Support	Spring District	\$500.00	September 9th Event Site and Equipment Donation
In-Kind Support	Bellevue College	\$210.00	September 16th Event Site and Equipment Donation

## SPONSORSHIP BENEFITS



\$20,000 in Financial Support from Amazon for Bellwether2023 included:

- Businesses logo recognition at all in-person events through print collateral
- Businesses logo recognition through all digital promotions in ads and postings
- Recognition on PACE Website, all communications and E-Blast marketing
- Opportunity to be listed as the producing sponsor of a specific day or activity
- Presence at the event to provide collateral or the chance to speak with guests
- Recognition during activity/event welcome spoken from the stage
- Invitation to sponsor meet and greet event



# Partnerships and In-Kind Support

## LOTUS COMMUNICATIONS

In-Kind support from Lotus Communications who provided marketing and communications strategies included:



Purpose	Unit Price	Total Amount	Paid or Donated
Social Mirror Ads	\$15/1000	\$5,000	PAID
Display Ads	\$1,666.67/151,515 Impressions per month for 3 months	\$5,000	PAID
Radio Spots	\$50/spot of which we had 381	\$19,050	DONATED
Radio Spot copy writing and production	\$350/commercial. of which we had 5	\$1750	DONATED

NOTE: Display Ad Sizes included 300x250, 728x90, 160 x 600, 320x50. After providing logo images, photography, call-to-action, and website URL, Lotus agreed to create these ads at no additional cost.

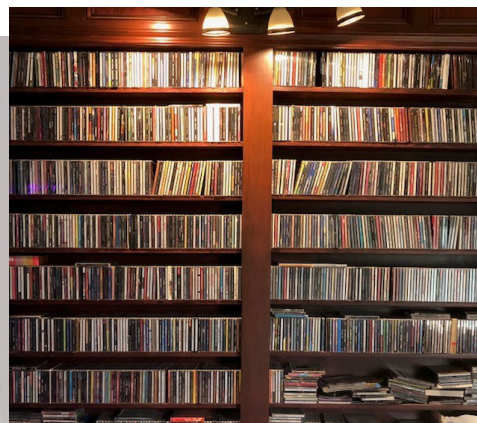


Supplies, rentals, and equipment for each activity were considered and this kind of in-kind support offset costs and include:

## KEVIN JABLONSKI HOLLYWOOD AND VINES STUDIO AUGUST 26, 2023 KICK-OFF CELEBRATION



Purpose	Unit Price	Total Amount	Paid or Donated
August 26th Kick-Off Celebration Location	Daily Rate \$400	\$400	DONATED
Concert Equipment	Daily Rate \$300	\$300	DONATED
Concert Engineer	60/hour	\$300	DONATED





Supplies, rentals, and equipment for each activity were considered and this kind of in-kind support offset costs and include:

## THE SPRING DISTRICT SEPTEMBER 9TH, 2023 SUSTAIN MUSIC PROJECT CONCERT



Purpose	Unit Price	Total Amount	Paid or Donated
Porta Potty	\$175/day (held for 2 days)	\$350	DONATED
Concert – Equipment Screen Projection	Daily Rate \$150	\$150	DONATED





Supplies, rentals, and equipment for each activity were considered and this kind of in-kind support offset costs and include:

## BELLEVUE COLLEGE SEPTEMBER 16TH, 2023 ARTIST INSTALL

Purpose	Unit Price	Total Amount	Paid or Donated
Room Rental – BV00DD106	\$40/hour – 6 hours	\$240	PAID
Room Rental – C130AB	\$30/hour – 6 hours	\$180	PAID
Custodial (4 hours)	\$53/hour	\$212	PAID
Events Coordinator (6 hours)	\$53/hour	\$318	PAID
Room Rental – BV00DD106	\$40/hour – donated 3	\$120	DONATED
Room Rental – C130AB	\$30/hour – donated 3	\$90	DONATED

