



What people are saying about NuLu Festival...

"Nulu is quickly becoming one of Louisville's premiere neighborhoods."
Broken Sidewalk

"I do love a good block party. And I love anything with a tagline like 'food, fun, frolic'"
Consuming Louisville

"One of the fastest growing neighborhoods in Louisville is NuLu, the East Market Street district of Downtown Louisville that is home to The Green Building, Red Tree Furniture, and Toast on Market, among many others."
About.com: Louisville

"I think I can safely say that Nulu Festival is probably the best new festival in the city."
Loueyville blog

"...celebrating the newest, hippest stuff happening on East Market Street."
The Ville Voice

Please submit sponsorship requests and/or questions via email to the address below.

laura@tuckerbooker.com
Laura Neutz Holmes, CMA
716 East Market Street
Louisville, KY 40202

 East Market Festival
Saturday, October 2nd, 2010 2:00pm – 11:00pm
www.nulufest.com



What is NuLu Festival?

The East Market District, also referred to as NuLu, is now best known for its art galleries, unique specialty stores, antique shops and a growing number of upscale restaurants. The term “NuLu” is a portmanteau meaning “New Louisville”. As home to two LEED® certified commercial buildings (with at least two more in planning stages), many historic restoration projects, as well as several restaurants offering organic and locally sourced ingredients, NuLu has emerged with a culture of sustainability.

As the official after-party to 2010 Idea Festival, NuLu is hosting a street festival celebrating the revitalization of Louisville’s East Market District. Come enjoy live music, micro-brewed beers, and numerous food and retail booths by local vendors. There will be activities for all ages. The event is free, family-friendly and open to the public.

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**NuLu Title Sponsor
Sponsorship Package
\$10,000**

Deadline for sponsorship commitment: April 30th, 2010

SPONSOR BENEFITS

- Billing as 2nd Annual NuLu Festival title sponsor
 - “NuLu Festival presented by sponsor name here”
- Logo recognition on the 1st tier of all promotional / advertising materials (electronic and print)
 - Includes large banner on The Green Building “NuLu Festival presented by sponsor name here”
 - Minimum 200 posters and 1,000 fliers to be distributed prior to festival
- Premier logo placement on banner for the main performance stage
- Recognition on all NuLu Festival Social Networks (ie. Twitter, Facebook)
- Acknowledgement and hyperlink on NuLu Festival website: www.nulufest.com
- Recognition on 2010 NuLu Festival t-shirts (one-color logo on sleeve)
 - Receive (25) complimentary 2010 NuLu Festival t-shirts
- Reserved VIP festival area and access to private restrooms
- Reserved vendor booth space in prominent location
- Opportunity to provide up to (6) additional 3’x10’ banners with company logo
- Opportunity to address festival crowd during specified time slot

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**NuLu Presenting Sponsor
Sponsorship Package
\$2,500**

Deadline for sponsorship commitment: June 30th, 2010

SPONSOR BENEFITS

- Logo on banner for the main performance stage area

- Logo recognition on various promotional / advertising materials (electronic and print)
 - Minimum 200 posters to be distributed prior to festival
 - Minimum 1,000 fliers to be distributed prior to festival
- Acknowledgement and hyperlink on NuLu Festival website: www.nulufest.com
- Recognition on all NuLu Festival Social Networks (ie. Twitter, Facebook)
- Verbally thanked on stage during the festival for your participation
- Receive (5) 2010 NuLu Festival t-shirts
- Reserved vendor booth space
 - Includes electricity and fee to obtain vendor permit from City

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Louisville, KY 40202

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**NuLu Supporting Sponsor
Sponsorship Package
\$1,000**

Deadline for sponsorship commitment: June 30th, 2010

SPONSOR BENEFITS

- Logo recognition on various promotional / advertising materials (electronic and print)
 - Minimum 200 posters to be distributed prior to festival
 - Minimum 1,000 fliers to be distributed prior to festival
 - Logo acknowledgement on NuLu Festival website: www.nulufest.com
 - Recognition on all NuLu Festival Social Networks (ie. Twitter, Facebook)
 - Receive (5) 2010 NuLu Festival t-shirts
 - Reserved vendor booth space
 - Includes electricity and fee to obtain vendor permit from City
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**Friend of NuLu Sponsor
Sponsorship Package
\$500**

Deadline for sponsorship commitment: June 30th, 2010

SPONSOR BENEFITS

- Logo recognition on website: www.nulufest.com

- Receive (2) 2010 NuLu Festival t-shirts
- Reserved vendor booth space
 - Includes electricity and fee to obtain vendor permit from City

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laura@tuckerbooker.com

Laura Neutz Holmes
716 East Market Street
Louisville, KY 40202



**“Nu’ Loves You, Baby”
Vendor Package
\$150**

Deadline for booth reservations: June 30th, 2010

VENDOR BENEFITS:

- Reserved 10’ x 10’ vendor booth space
 - Booth location assigned by NuLu Festival; requests will be taken into consideration
 - Includes fee to obtain vendor permit from City
 - Electricity provided to each booth; does not include power cords / adapters
 - Receive (1) 2010 NuLu Festival t-shirts
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Please submit vendor requests and/or questions via email to the address below.

laura@tuckerbooker.com
Laura Neutz Holmes

Make checks payable to:
East Market District Association
P O Box 406722
Louisville, KY 40204