

3rd ANNUAL



nulu

## EAST MARKET FESTIVAL

Saturday, September 24, 2011

# Sponsor Us!

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 2011 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.

**This event is free, family-friendly and open to the public.**



East Market Festival  
Saturday, September 24, 2011 2:00pm – 11:00pm  
[www.nulufest.com](http://www.nulufest.com)



## About Us...

### FUN FACTS:

- Over the past two years we have seen over 6,000 people at our NuLu Fest!
- Over 60 local businesses located in the NuLu area
- NuLu Fest was one of the 2010 IFEA World Festival & Event City Award Recipients!
  - See article on last page.
- “Official After-Party” for Idea Festival (draws more than 12,000 people to Louisville\*)
- Past sponsors include: Louisville Beer Store, Stock Yards Bank, Creation Gardens, LEO Weekly, Sonablast Records and many more!

### HERE'S WHAT EVERYONE IS SAYING:

“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

\*Estimates from the Louisville Convention Bureau.



**NuLu Big Kahuna, Grand Poo Pah, Leader of the Pack, Grand Marshall, Mac-Daddy Sponsor**

**\$10,000**

#### **SPONSOR BENEFITS:**

- Billing as 3rd Annual NuLu Festival title sponsor  
“NuLu Festival presented by sponsor name here”
  - Logo recognition on the 1st tier of all promotional / advertising materials
  - Logo and/or company name recognition in NuLu Festival advertising and public relations efforts
- First right of refusal for Presenting Sponsor for next two years at the same \$10,000 rate
- Premier logo placement on banner for the main performance stage
- Website banner on NuLu Festival website and recognition on social networks
  - Link can be created from our website to yours.
- Recognition on 2011 NuLu Festival t-shirts (one-color logo on sleeve)  
Receive (25) complimentary 2011 NuLu Festival t-shirts
- Opportunity to address the Festival crowd during a specified time slot
- Reserved vendor booth space
  - Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business. (Does not include signage.)
  - Includes electricity and fee to obtain vendor permit from City
  - Booth space in prominent location at the event.
- Opportunity to provide up to (6) additional 3'x10' banners with company logo
- Sponsor representative will have access to media outlets as the spokesperson for your involvement in the Festival
- Free EMDA Membership (East Market District Association)
- Invitation to sit on the event planning committee!

For more information on becoming a NuLu Festival sponsor, please contact Laura Holmes.  
[lauraneutzhomes@gmail.com](mailto:lauraneutzhomes@gmail.com) or 502.376.5195

3rd ANNUAL



**EAST MARKET FESTIVAL**

Saturday, September 24, 2011

**NuLu**  
***Green with Envy***  
**Sponsor**

**\$5,000**

**SPONSOR BENEFITS:**

- Logo recognition on all promotional and advertising materials  
Logo and/or company name recognition in all NuLu Festival public relations efforts
- Website banner on NuLu Festival website and recognition on social networks
- Recognition on 2011 NuLu Festival t-shirts (one-color logo on sleeve)  
Receive (15) complimentary 2011 NuLu Festival t-shirts
- Opportunity to post a banner at specified location at NuLu Festival
- Verbally thanked on stage during the festival for your participation
- Reserved vendor booth space
  - Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business. (Does not include signage.)
  - Includes electricity and fee to obtain vendor permit from City
- Free EMDA Membership (East Market District Association)
- Invitation to sit on the event planning committee!

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## NuLu Hipster Sponsor

**\$2,500**

### SPONSOR BENEFITS:

- Logo recognition on all promotional and advertising materials
- Website banner on NuLu Festival website and recognition on social networks
- Recognition on 2011 NuLu Festival t-shirts (one-color logo on sleeve)  
Receive (8) complimentary 2011 NuLu Festival t-shirts
- Verbally thanked on stage during the festival for your participation
- Reserved vendor booth space
  - Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business. (Does not include signage.)
  - Includes electricity and fee to obtain vendor permit from City
- Free EMDA Membership (East Market District Association)
- Invitation to sit on the event planning committee!

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**NuLu**  
***Take it to the Street***  
**Sponsor**

**\$1,000**

**SPONSOR BENEFITS:**

- Logo recognition on all promotional and advertising materials
- Website banner on NuLu Festival website and recognition on social networks
- Receive (5) 2011 NuLu Festival t-shirts
- Reserved vendor booth space
  - Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business. (Does not include signage.)
  - Includes electricity and fee to obtain vendor permit from City
- Free EMDA Membership (East Market District Association)
- Invitation to sit on the event planning committee!

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## **NuLu BFF Sponsor \$500**

### **SPONSOR BENEFITS:**

- Logo recognition on all promotional and advertising materials
- Logo recognition on NuLu Festival website
- Reserved vendor booth space
  - Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business. (Does not include signage.)
  - Includes electricity and fee to obtain vendor permit from City
- Free EMDA Membership (East Market District Association)
- Invitation to sit on the event planning committee!

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## Nu' Loves You Baby Vendor Info

### VENDOR BENEFITS:

- Reserved 10' x 10' vendor booth space  
Opportunity to distribute coupons, special offers, sampling, conduct raffles and special promotions specifically for YOUR business\*
- Includes fee to obtain vendor permit from City
- Electricity provided to each booth; does not include power cords / adapters
- Receive (1) 2011 NuLu Festival t-shirt

*Please refer to the vendor form for more information.*

\$50 for EMDA Members (food and non-food vendors)

\$50 for Non-profits

\$150 for Non- EMDA Members

\$250 for Food Vendors- Non-EMDA Member

\*Does not include signage.

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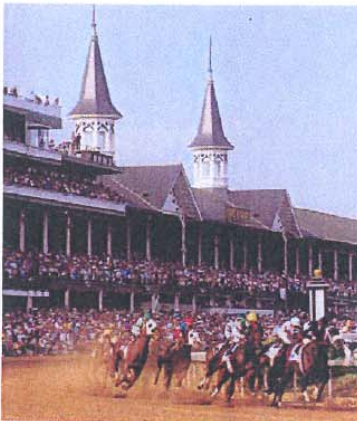
## CONGRATULATIONS TO 2010 IFEA WORLD FESTIVAL & EVENT CITY AWARD RECIPIENT

### Louisville, Kentucky, U.S.A.

Top North American City for Population Category: Over 1 Million



Representatives from more than a dozen local festivals and events accept the award for the City of Louisville, Kentucky.



The city of Louisville and representatives of several notable festivals and events held locally were thrilled to learn last year that Louisville had been selected to receive the inaugural World Festival & Event City Award from the International Festivals and Events Association. This prestigious designation has created additional momentum for a community that fosters a very supportive environment for a wide variety of unique festivals and special events.

The city's governmental leadership, along with a strong base of professional and volunteer guidance, has helped these events thrive, both economically and culturally.

Louisville is a city that enjoys celebrating its unique heritage and the many special events that entertain hundreds of thousands of people every year. Louisville's year-round showcase of festivals and events helps to drive an economic engine that is increasingly fueled by the tourism industry.

The IFEA World Festival & Event City Award was presented at a press conference in downtown Louisville on Dec. 10, 2010. The presentation, which was emceed by IFEA President & CEO Steven Wood Schmader, CFEE, and was attended by Louisville Mayor Jerry Abramson, Mayor-Elect Greg Fischer, Marcheta Sparrow, Kentucky's Tourism Secretary, George Burgess, Executive Director of the Kentucky Office of Economic Development, Joe Reagan, President and CEO of Greater Louisville, Inc. (the Metro Chamber of Commerce), and representatives of more than a dozen local festivals and special events. Attendees were presented with individual plaques recognizing their efforts in completing the IFEA award application and for producing outstanding special events.

The Mayor's office included the IFEA World Festival & Event City designation in the annual MetroFest Calendar of Events, which is distributed via 45,000 printed copies, as well as online and in a monthly e-blast. Said Mayor Fischer: "We want Louisville to be a city of creative spirit where big ideas start and flourish. The IFEA honor motivates us to work even harder

and dream even larger to make Louisville a world-class destination for unique and exciting events and partnerships."

Joe Reagan, the President and CEO of Greater Louisville, Inc. – the Metro Chamber of Commerce – said the IFEA World Festival & Event City honor will be beneficial to marketing efforts.

"It's very exciting for Louisville to receive this recognition," Reagan said. "It is a reflection of our community's rich quality of life. We know that people who experience Louisville, love Louisville. The diversity of event and festival opportunities are a great way for citizens and visitors alike to experience all that our city has to offer."

The Derby Festival is using the IFEA World Festival & Event City recognition to promote the city as a welcoming and enthusiastic place for both local residents and out-of-town visitors. The Derby Festival cited the success of such international attractions as the Breeders Cup Championships, Ford Ironman competition and PGA Golf Championship.

"The city of Louisville has a proven track record of strongly supporting major sporting events and other major attractions and the IFEA World Festival & Event City Award validates those efforts," said Mike Berry, CFEE, President and CEO of the Derby Festival. "We're very proud to be part of a community that has been recognized by the IFEA as the only city in North America in the "population over one million" category to receive this honor. It is something to be very proud of and gives our organization additional momentum to build on."

The following organizations, festivals and special events participated in the IFEA World Festival & Event City Award application for Louisville: Abbey Road on the River; Actor's Theatre of Louisville (Humana Festival for New American Plays); the Forecastle Festival; the Gaslight Festival; Greater Louisville, Inc. – the Metro Louisville Chamber of Commerce; Harvest Homecoming; the IdeaFestival; the Kentucky Derby Festival; the Louisville Convention & Visitors Bureau; the Louisville Metro Special Events Office (Light Up Louisville, WorldFest, Hike & Bike and the Mayor's Healthy Hometown events and programs); the Louisville Zoo (World's Largest Halloween Party); the NuLu Festival; the Southwest Community Festival; the St. James Court Art Show; the West Louisville Appreciation Festival; and WEPK Radio (Waterfront Wednesdays concert series).

can be budget-savaging, but prix-fixe lunch menus dish up starry cuisine at affordable prices. French super-chef Joël Robuchon's Japanese restaurant **Yoshi** inside the tony Hotel Metropole earned Monaco its latest Michelin star. Go for traditional sushi and sashimi and sip sake or tea in the interior Japanese garden. The lunch menu is \$40 for three courses.

On a neighborhood street above Monte Carlo, **Polpetta** (2 Rue Paradis) is a local favorite. "I go there every time I return to Monaco," says Maccario. "I love their handmade pasta and fresh fish prepared tableside."

Just steps from the palace on a narrow street of Monaco-Ville, the family-run **U Cavagnetu** (14 Rue Comte Félix Gastaldi) has been serving traditional Monégasque cuisine, which is influenced by nearby Italy and Provence, for 40 years. Try steamed salmon with dill sauce or *pis-saladière*, a tomato-less pizza topped with onions, anchovies, olives, and garlic.

**WHERE TO STAY** Low-budget hotels and B&Bs don't exist in Monaco, and many people opt to overnight more cheaply in nearby Beausoleil or Cap d'Ail, but guests need not sacrifice college tuition to spend a night in town. A Michelin-starred restaurant, harbor views, and a 20,000-bottle wine cellar cobbled into the cliff wall make the **Port Palace** (from \$289) a popular pillow in Monte Carlo. The **Columbus Hotel** (from \$190) in Fontvieille sits adjacent to the Princess Grace Rose Garden and has a swimming pool and complimentary shuttle service to downtown. The hotel's signature cocktail, "Grace," is a blend of candied rose petals, champagne, and rose liqueur. **Hotel Miramar's** 11 rooms (from \$154) have a view of the Prince's Palace and yacht harbor. The hotel's rooftop bar is an excellent perch during May's Formula 1 Grand Prix, when cars scream by within feet of the hotel. ■



The Casino of Monte Carlo, designed by Charles Garnier of Paris Opera House fame, exudes 007 glam thanks to roles in two James Bond films.



**Pioneering:** Louisville makes soy sauce, baseball bats, and Maya-inspired fare.

GO NOW

## Louisville's Sweet Spots

What to do beyond the Kentucky Derby. | By JANELLENANOS

**L**ouisville dominates the sporting calendar for two minutes in May, but there's more to this Kentucky city than mint juleps, big hats, and purebred horses. Fun-loving Louisville is angling to become another Austin with a burgeoning arts scene, the new KFC Yum! Center sports arena, and a clutch of farm-to-table restaurants.

**PARTY AT THE TRACK** > After almost 140 years of horse racing history, the legendary **Churchill Downs** racetrack began hosting the "Downs After Dark" program of night races in 2009. With live music and drink specials, the events attract a new fan base with theme nights that encourage disco costumes instead of broad-brimmed hats.

**TAKE YOUR BEST SHOT** > If you're unfamiliar with the city's historic role in baseball, the 120-foot-tall bat, the world's largest (*above right*), on West Main Street, will clue you in. Since 1884, Hillerich & Bradsby Co. has crafted Louisville Slugger bats for some of the game's most famous players. Step into the batting cages at the **Louisville Slugger Museum & Factory** and take a swing at re-creating the game-winning runs of Babe Ruth and Derek Jeter. On the Ohio River waterfront, the **Muhammad Ali Center** traces the life of the boxer and Louisville native through the civil rights movement and beyond. Shadowbox against Ali, see his trophies and artwork, and watch films of 15 of his classic fights, including the "Rumble in the Jungle."

**WALK BUTCHERS' BLOCKS** > In the former meatpacking section of the city, foodies head to the **Blind Pig**, the snout-to-tail gastropub that has been getting accolades for its house-made sausages and bacon-infused cocktails. The **Butchertown Market** is a reclaimed factory that now houses **Canoe** (Central Asian textiles), **Moss Hill** (mint julep soaps and lotions), and **Bourbon Barrel Foods**, which produces the country's only micro-brewed soy sauce from Kentucky-grown soybeans fermented in castoff bourbon barrels.

**MEET NULU** > Hop the free trolley from downtown to the eastern edge of town to explore the East Market District. Locals have nicknamed the area New Louisville, or "NuLu." Browse **Scout's** eclectic mix of modern furniture and locally made jewelry and **Hudson Home's** sustainable housewares. Choose from over 400 brews at **Louisville Beer Store**, try the *salbutes*—Yucatán tortillas—at **Mayan Café**, or pick up a banana truffle cupcake from organic bakery **Cake Flour**.