

LIGHT.MOVE.FESTIVAL

FESTIWAL KINETYCZNEJ SZTUKI ŚWIATŁA



fort. Kaczmarkiewicz_Kozłowski

SPONSORSHIP PACKAGE

FUNDACJA
 LUX
PRO
MONUMENTIS

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09-10/10/2015

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LIGHT TURNS THE ECONOMY ON !

- The Light Festivals are great tool of promotion what is already recognized by organizers and partners of such events worldwide.
- In 2014 the Advertising Value Equivalency of Festival reached **856,829,00 PLN**

STRATEGIC AIMS:

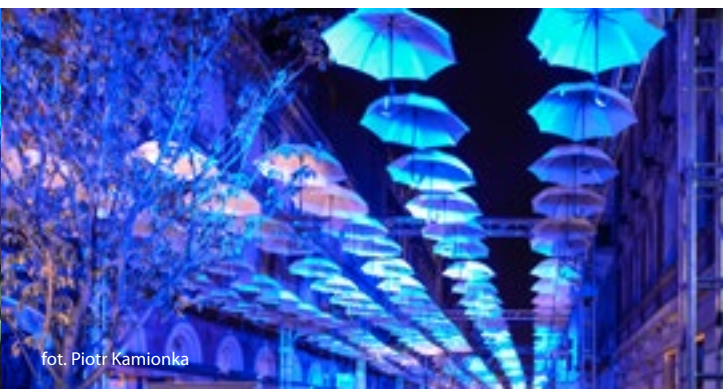
- Creation of open artistic and cultural event carried on the highest level.
- Becoming the flag international event, placing Łódź at the list of Light Festivals worldwide.
- Exposure of cultural heritage and presentation of creative art works by implementation of artistic and cultural projects based on the medium of light.

BENEFITS OF BECOMING THE PARTNER / SPONSOR OF FESTIVAL

- Possibility of reaching large and diversified audience through the different channels of communication used as the tools of marketing and promotional campaign.
- Sponsoring of culture is prestigious. Supporting the artistic and cultural events is an act of getting involved in the creation of social potential and spreading the free access to the culture.
- Creation of the company image by sponsoring the culture gives the possibility of spreading positive social communication, brings the satisfaction and ennoblement.
- Supporting the artistic initiatives by involved Patrons of culture is a chance to draw the positive associations, symbols and solidify the brand in social awareness.



fot. Kosma Nykiel



fot. Piotr Kamionka



fot. Kaczmarkiewicz_Kozłowski

FREKWENCJA LMF 2014:

- ponad **350 000** gości w terenie festiwalowym w czasie IV edycji LMF;
- ponad **100** artystów i light designerów z Polski oraz z zagranicy w tym z Francji, Niemiec, Węgier oraz Wielkiej Brytanii;

OSIĄGNIĘCIA ONLINE LMF ŁÓDŹ 2014:

- **4,5** milionów wyszukikań w internecie;
- **17 000** aktywnych fanów na facebooku;
- ponad **6 000** zdjęć otagowanych #lightmovefestival;
- prawie **6 000** filmów z IV edycji udostępnionych na YouTube;
- **223 000** odwiedzających oficjalną stronę festiwalu;

PROGRAM LMF 2014 W LICZBACH:

- **40** artystyczno - architektonicznych iluminacji budynków;
- **18** koncertów w nietypowych aranżacjach;
- ponad **30** pokazów laserowych;
- **7** projekcji wielkoformatowych na **10** budynkach w tym **4** w technologii mapping 2D / 3D;
- **15** świetlnych instalacji artystycznych;
- **1** konferencja naukowa;

MEDIA

- ekwiwalent reklamowy w 2014 wyniósł **856,829,00 zł**;





fot: Kaczmarkiewicz_Kozłowski



ARTISTIC ARCHITECTURAL ILLUMINATIONS

- **40** tenement houses illuminated with use of energy saving light sources by PHILIPS. w technologi LED.



fot. Kaczmarkiewicz_Kozłowski



fot. Piotr Kamionka



fot. Kaczmarkiewicz_Kozłowski





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COOPERATION



fot. Łukasz Czarniecki

TITULAR PARTNER OF FESTIVAL

Titular Partner of Festival is the unique form of promotion for the company. The brand becomes connected with the festival by its name and is automatically associated with the event, what brings positive influence on the company image. This status can be granted after supporting the festival with agreed funds and signing the agreement for long term cooperation.

Signing this type of partnership agreement guarantees presence in every advertisements, promotional and marketing materials used by organizer during the promotional campaign.



PARTNER STRATEGICZNY

This status can be granted after supporting the festival with the amount of 400 000,00 PLN or providing both financial and asset contribution of equal value.

1. Displaying Partner's logo at the façade of building after the audiovisual projections.
2. Product placement in the body of projection based on the agreement with organizer.
3. Presentation of effectiveness report.
4. Dedicated promotional campaign pointing the fact of Partner's involvement in the event.
5. Placing Partner's logo on festival press wall and roll ups during grand opening of festival.
6. Placing Partner's logo on the official web page of festival cross-linked with indicated web page.
7. Placing Partner's logo in marketing materials (printed and online) informing about the Festival and additional events (leaflets, posters, brochures, festival programs, invitations).
8. Placing Partner's logo on the Citylights in Łódź and at the public transport transfer stops.
9. Placing Partner's logo on the posters exposed in the City Information Centres.
10. Placing Partner's logo in the promo displayed at the screens in public transport.
11. Placing Partner's logo in the online newsletter emailed before the festival.
12. Possibility of placing the advertisements on the official festival web page.
13. Placing Partner's logo at the promotional materials presented in media.
14. Placing Partner's logo at the press wall / roll-ups in the hotel for festival guests.
15. Distribution of printed materials - min 60 000 printouts.
16. Placing Partner's logo on the maps presented at the info kiosks / info boxes located in the festival area.
17. Branded stand at the Official Festival Gala
18. Possibility of adding promotional materials to the press packs distributed during press conferences.
19. Information about the Partner proclaimed or displayed during the Official Grand Opening of festival .
20. Short expose at the festival press conference.
21. Placing chosen Partner's forms of advertisement in the festival area (stand/banner/ balloon/)
22. Invitations for the Official Festival Gala.



PROJECT PARTNER

This status can be granted after supporting the festival with the amount of 150 000,00 PLN or providing both financial and asset contribution of equal value.

Signing this type of partnership agreement guarantees:

1. Displaying Partner's logo at the façade of building after the audiovisual projections.
2. Placing Partner's logo on the official web page of festival cross-linked with indicated web page.
3. Placing Partner's logo in the online newsletter emailed before the festival.
4. Placing Partner's logo in marketing materials (printed and online) informing about the Festival and additional events (leaflets, posters, brochures, festival programs, invitations).
5. Placing Partner's logo on the Citylights in Łódź and at the public transport transfer stops.
6. Placing Partner's logo on festival press wall and roll ups during grand opening of festival.
7. Placing Partner's logo on the posters exposed in the City Information Centres.
8. Placing Partner's logo in the promo displayed at the screens in public transport.
9. Possibility of placing the advertisements on the official festival web page.
10. Placing Partner's logo at the promotional materials presented in media.
11. Placing Partner's logo at the press wall / roll-ups in the hotel for festival guests.
12. Distribution of printed materials - min 60 000 printouts.
13. Information about the Partner proclaimed or displayed during the Official Grand Opening of festival.
14. Placing Partner's logo on the maps presented at the info kiosks / info boxes located in the festival area.
15. Possibility of adding promotional materials to the press packs distributed during press conferences.
16. Invitations for the Official Festival Gala.



PROJECT PATRON

Means taking care of an unique art project in the meaning of prestigious artistic and financial patronage. This status can be granted after supporting the particular festival project with the minimal amount of 50 000,00 PLN. Signing this type of partnership agreement guarantees:

1. Displaying Partner's logo at the façade of building after the audiovisual projection.
2. Displayed / visible information about the patronage in the project area, including Partner's logo.
3. Placing Partner's logo in printed marketing materials (leaflets, posters, brochures, festival 4. programs).
4. Placing Partner's logo on the official web page of festival cross-linked with indicated web page.
5. Placing Partner's logo at the promotional materials presented in media.
6. Promotion on social media
7. Information about the Partner proclaimed or displayed during the Official Grand Opening of festival .
8. Placing Partner's logo on festival press wall.
9. Possibility of adding promotional materials to the press packs distributed during press conferences.
10. Invitations for the Official Festival Gala.
11. Działania Light.Move.Festival. mają charakter różnorodny zarówno pod względem artystycznym, technologicznym, jak i tematycznym.

Light.Move.Festival actions are artistically and technologically diversified, focused on various themes and topics.

The status of Project Patron guarantees unusual way of building the company image.

The contribution value is based on actual cost for implementing the project.

The scale of promotional and marketing actions offered by organizer is proportional to the value of contribution. We are more than happy to match our offer with your expectations and preferred level of financial support for the project.

Because of the special rules for this kind of partnership agreement personal meeting in a purpose of discussing the cooperation details is required.



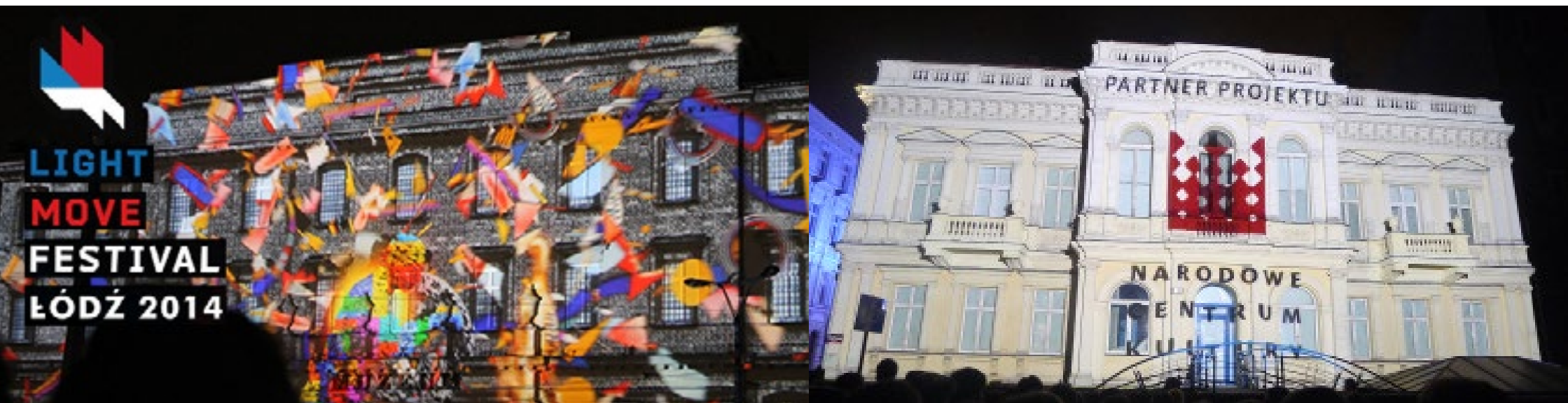
SPONSOR

This status can be granted after supporting the particular festival project with the minimal amount of **25 000,00 PLN**.
Signing this type of partnership agreement guarantees:

1. Displaying Partner's logo at the façade of building after the audiovisual projection.
2. Placing Partner's logo in printed marketing materials (leaflets, posters, brochures, festival 4. programs).
Placing Partner's logo on the official web page of festival cross-linked with indicated web page.
3. Promotion on social media
4. Information about the Partner proclaimed or displayed during the Official Grand Opening of festival .
5. Placing Partner's logo on festival press wall.
6. Invitations for the Official Festival Gala.

Increasing the value of financial contribution means enlarged scale of promotional and marketing actions offered by organizer.

The scale of promotional and marketing actions offered by organizer is proportional to the value of contribution. We are more than happy to match our offer with your expectations and preferred level of financial support for the project.



ASOCIATED PARTNER

This model of cooperation means non-financial support for the festival – offering products, services and large discounts. Signing this type of partnership agreement guarantees:

- 1.** Placing Partner's logo in printed marketing materials (leaflets, posters, brochures, festival 4. programs).
- 2.** Placing Partner's logo on the official web page of festival cross-linked with indicated web page.
- 3.** Promotion on social media
- 4.** Invitations for the Official Festival Gala.

The scale of promotional and marketing actions offered by organizer is proportional to the value of non-financial contribution. We are more than happy to match our offer with your expectations and preferred level of cooperation.



fot. Łukasz Czarnecki



fot. Łukasz Czarnecki



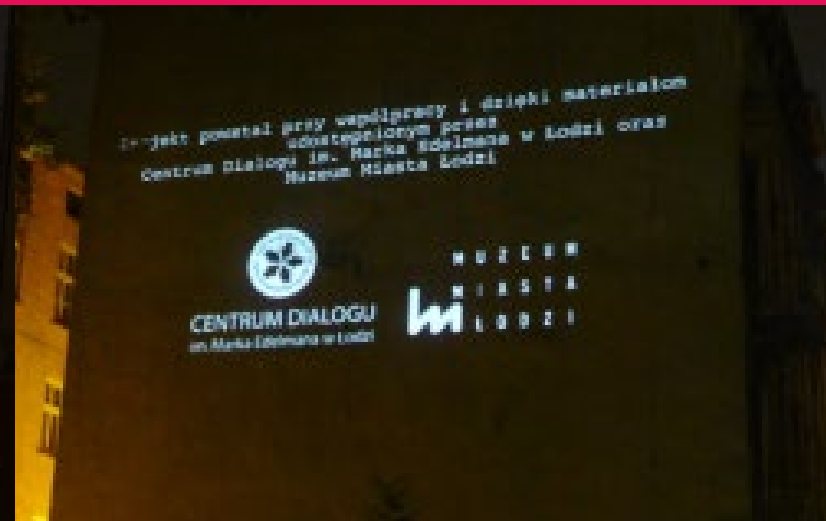
fot. Łukasz Czarnecki

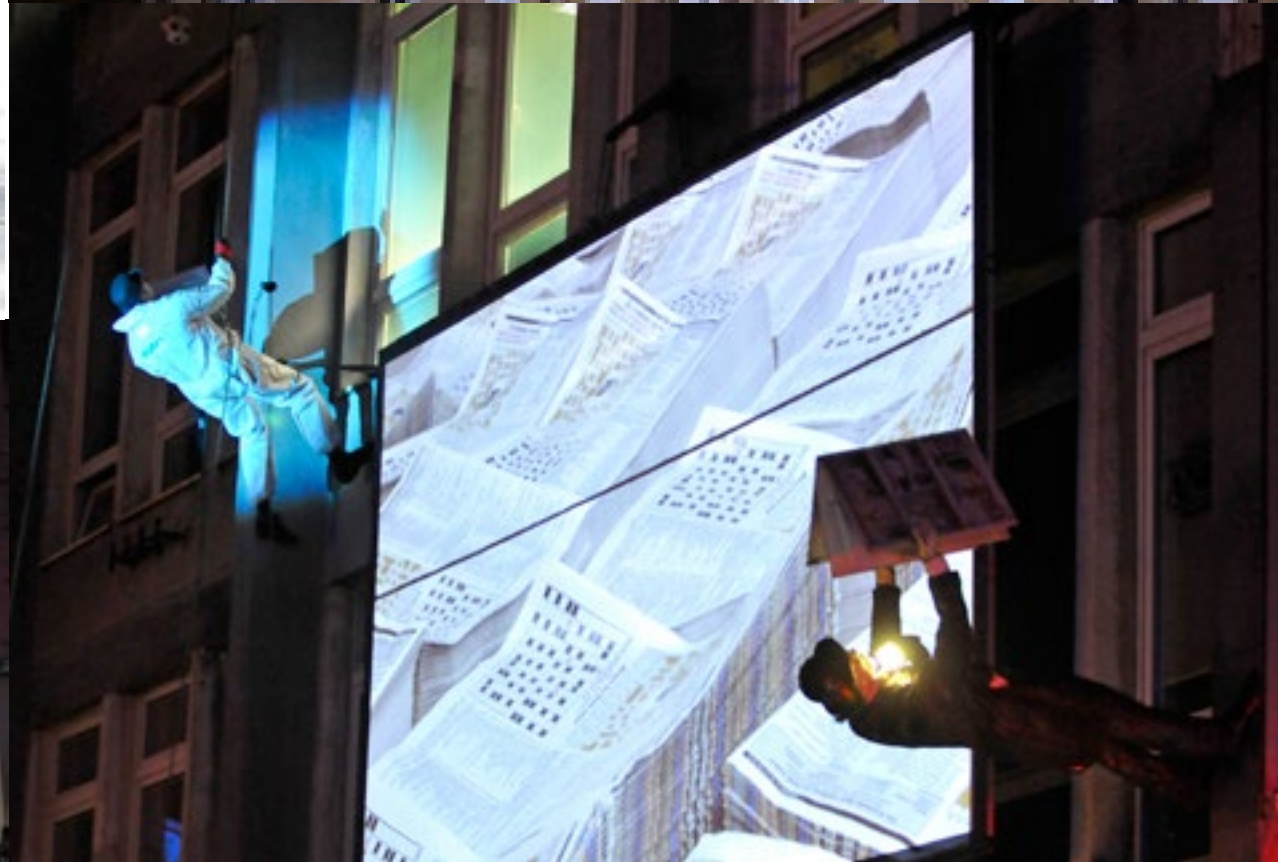


Socialyse Polska
15 grudnia · Edytowany

Social Newsroom, który działał w ramach Light Move Festival w Łodzi, czyli nowy produkt Socialyse Polska i Havas Sports & Entertainment Poland, został najbardziej efektywną kampanią Philipsa w 2014 roku!
#miastoswiatla — 😊 dumny(a).









FESTIWAL ŚWIATŁA Z ŁODZI POZDRAWIA PODCIENIA SUKIENNIC



Light Move Festival
Zamieszony przez artystów Kosma Nykiel i 10 podciennia -
Edytowany 17 18

PARTNER GŁÓWNY

482 odbiorców

Promuj post

Łódź, 10 - 12 października 2014 r.

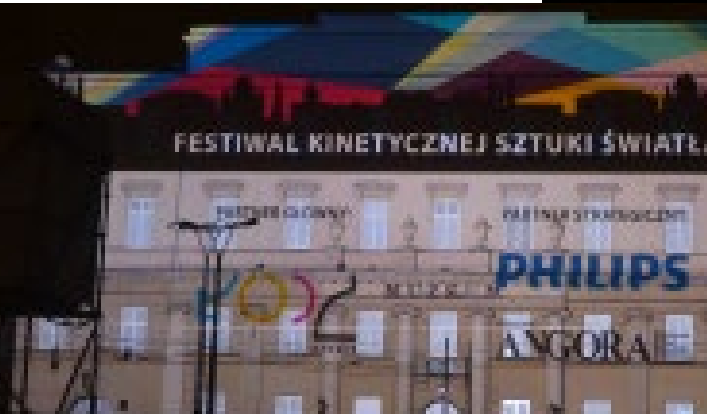
PROGRAM REGIONALNY
NARODOWA STRATEGIA SPÓWNOŚCI

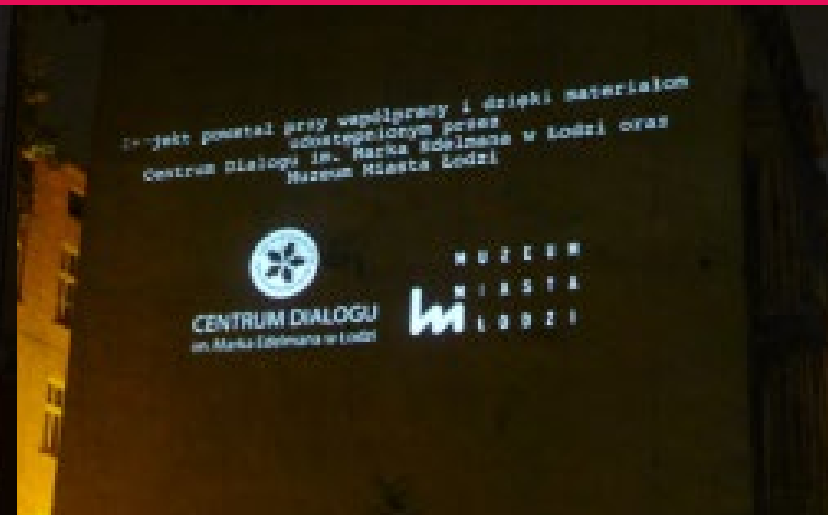
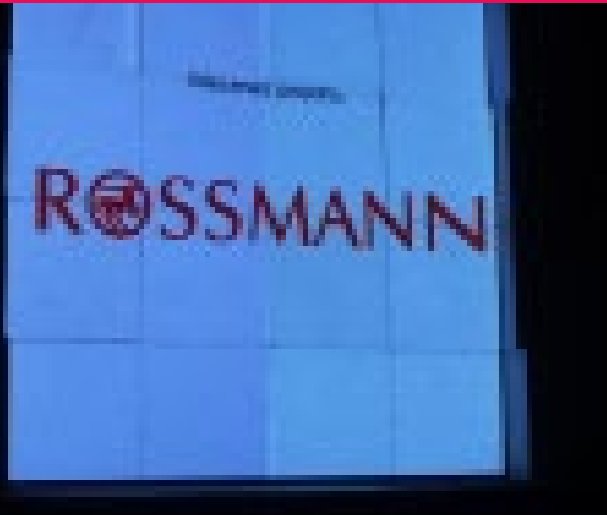
Łódzkie

Centrum Kultury i Sztuki

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO

Projekt współfinansowany przez Unię Europejską i Europejski Fundusz Regionalny.
Fundusze Europejskie dla rozwoju regionu łódzkiego







fot: Rafał Stępień



fot: Kosma Nykiel



fot: Łukasz Czarnecki



fot: Kaczmarekiewicz_Kozłowski



fot. Łukasz Czarnecki



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fot. Kosma Nykiel



fot. Kaczmarkiewicz_Kozłowski

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**WE INVITE YOU FOR THE MEETING AND COOPERATION
WE ARE MORE THAN HAPPY TO ANSWER ALL YOUR QUESTIONS**



fot. Łukasz Czarnecki



fot. Łukasz Czarnecki