

Sponsoring NOTO events not only supports the local cultural scene but also offers a range of marketing, networking, and community engagement benefits that can enhance a sponsor's brand and reputation. It's a meaningful way to give back to the Topeka community while achieving strategic goals. Each event season offers at least two months of promotion.

- **Community Engagement:** Sponsoring these diverse Topeka events, showcases a commitment to Topeka and its cultural vibrancy, fostering positive relationships with residents.
- **Brand Exposure:** Sponsors receive prominent visibility through event branding, logos, and promotional materials, increasing brand recognition and awareness.
- **Positive Associations:** Supporting these events demonstrates a commitment to the well-being and enrichment of the community.
- **Networking Opportunities:** NOTO events offer networking opportunities with other sponsors, local businesses, and community leaders, potentially leading to valuable partnerships and collaborations.
- **Employee Engagement:** Sponsoring NOTO events can boost employee morale and engagement. Employees often take pride in working for a company that values and contributes to the community.
- **Philanthropic Impact:** Make a meaningful impact on the community's cultural life and contribute to enriching cultural programs and experiences for residents.
- **Media Exposure:** Many NOTO events receive media coverage, providing sponsors with additional visibility and positive press, enhancing public relation efforts and generating favorable news stories.
- **Celebration of Seasons:** Each NOTO season celebrates a unique aspect of the year, from the arrival of spring (Redbud Festival), the heart of summer (Summer Concert Series), the autumn season (Arts-tember), and the winter holidays (Winter Celebrations). Sponsoring these events allows you to align with the spirit of the season and connect with the community during these special times.
- **Local Economic Impact:** NOTO events attract visitors and tourists who spend money on accommodations, dining, and shopping in the area which contributes to the local economy.



**CONTACT US TO BECOME A SPONSOR:**

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# REDBUD

## Festival

NOTO proudly embraces the Redbud tree as its symbol, an emblem of both resilience and natural splendor, perfectly mirroring the essence of NOTO itself. The Redbud Festival, a vibrant ode to the advent of spring, encapsulates the convergence of nature's beauty, artistic expression, and economic vitality within NOTO.

The pinnacle of this celebration, "NOTO in Bloom," stands as a distinctive gala affair. It is a jubilant gathering that showcases the finest aspects of NOTO — its artistry, culinary delights, and immersive experiences. This event also carries a deeper purpose; proceeds generated from "NOTO in Bloom" are earmarked for the NOTO Endowment fund, ensuring the organization's enduring sustainability and its positive impact on the community.

Redbud Festival		Spring \$3,000 (3)	Tree \$1,500	Branch \$750	Blossom \$300
Media events, specialty banner, and logo on TV ads	✓	✗	✗	✗	✗
Stage recognition and presentation at NOTO in Bloom	✓	✓	✗	✗	✗
Naming of significant NOTO in Bloom event venues	✓	✓	✗	✗	✗
Specialty poster or yard sign	✓	✓	✓	✗	✗
Logo or name on signage & print materials, social media, web, and internal ads	✓	✓	✓	✓	✓
Volunteer opportunities for NOTO in Bloom	✓	✓	✓	✓	✓
Opportunity to hang banner on NOTO fence	✓	✓	✓	✓	✓
NOTO in Bloom program book	Back Cover	Full Page Ad	Half Page Ad	Quarter Page Ad	Listing
Tickets to the NOTO in Bloom event	12	10	6	4	2