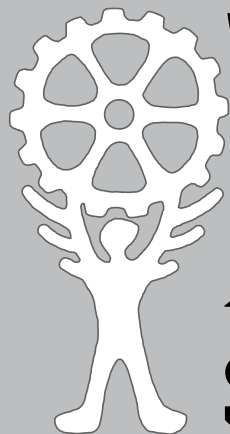
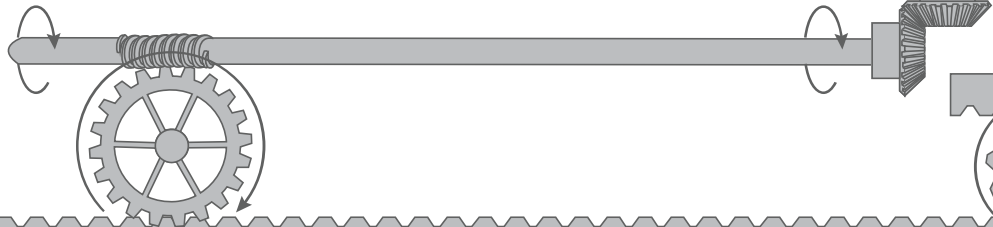
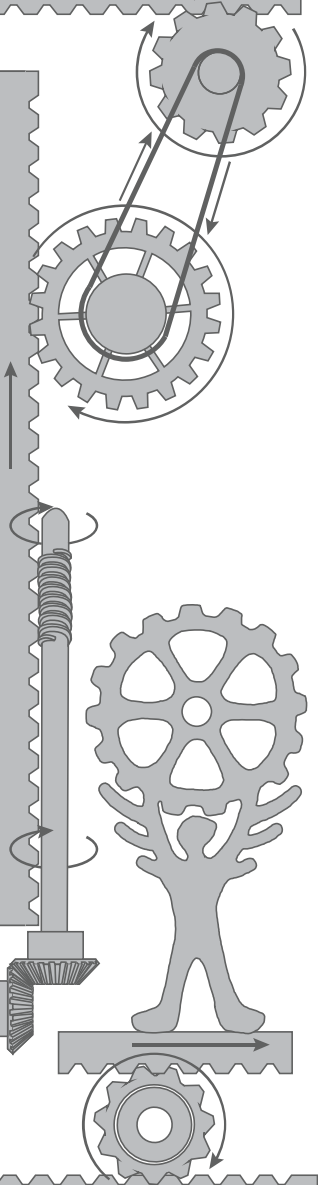
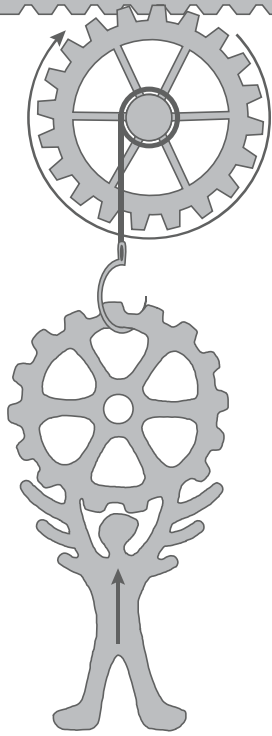


ADAPT IMPROVISE INSPIRE

Partner Opportunities



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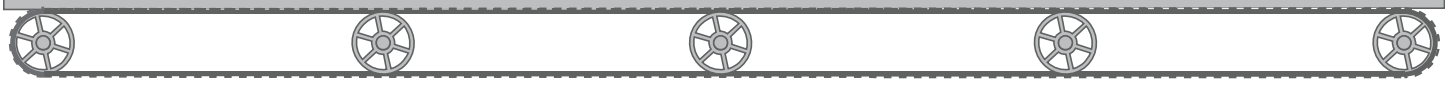


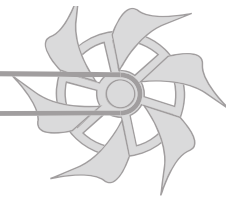
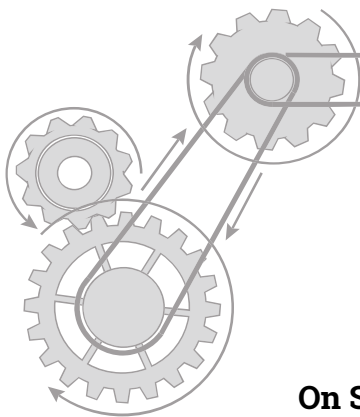
LOWELL 2019
Kinetic

SCULPTURE RACE

LOWELLKINETIC.COM

SATURDAY, SEPTEMBER 21





LOWELL 2019
Kinetic
SCULPTURE RACE
LOWELLKINETIC.COM SATURDAY, SEPTEMBER 21

**On September 22nd, 2018, New England experienced the
3rd annual Lowell Kinetic Sculpture Race**

Dear Intrepid Kineticist,

The 2018 Lowell Kinetic Sculpture Race was a rousing success. It was a glorious day filled with 16 crazy sculptures traversing the city's streets, battling a mud pit and navigating the Merrimack River while spreading smiles throughout. An estimated 5,700 people enjoyed this free, family friendly event that included the wild race, along with games for kids and families, live bands, food trucks, and a fantastic opening ceremony, all held at three different locations throughout Lowell. This STEAM (Science, Technology, Engineering, Art and Mathematics)-oriented event also provided all ages the opportunity to see these amazingly engineered sculptures overcome the challenges within the race through design, perseverance, collaboration, and teamwork.

The 2019 Lowell Kinetic Sculpture Race will be held on Saturday, September 21, 2019, and we need you to help maintain this community event as an annual success with your partnership. Enclosed is our partnership package with many opportunities to promote your business or organization, from partnering on specific items to having an award named after your business or your business' location printed on our maps. We will also be highlighting partners on our website, social media, in advertising through local and regional newspapers, in email blasts to spectators and racers as well as promotional materials that will blanket the New England area.

Though the partnership package enclosed offers a variety of opportunities and benefits, we can also tailor a package to better fit your budget. If you have any questions, please call Bianca Mauro at (617) 872-6449. You can send your partnership commitment form and check to the Lowell Kinetic Sculpture Race, Greater Merrimack Valley Convention and Visitors Bureau, 61 Market Street, Unit 1C, Lowell, Massachusetts 01852, email us at lowellkinetic@gmail.com, or fax the enclosed form to (978) 459-4595. Partnership commitments should be returned by June 30, 2019.

As the original founder Hobart Brown stated, we are showing, "Adults having fun so that kids will want to grow." Please help us continue show New England.

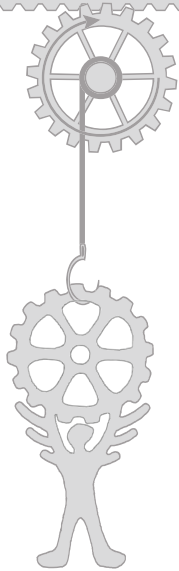
Thank you for your time,

Bianca Mauro
Producer

Michael Roundy
Race Director

Lowell Kinetic Sculpture Race

About the Race



Our mission:

Lowell Kinetic Sculpture Race is an organization whose mission is to host and produce an annual kinetic sculpture race within the city of Lowell, Massachusetts. Kinetic sculptures are all-terrain, human-powered, art sculptures made from repurposed materials and engineered to race over road, water, mud, and sand. LKSR strives to inspire the engineers and visionaries of the future by promoting the synthesis of the STEM fields, the arts, disruptive innovation, and physical activity. The race is open to all ages and works with the students of local universities, high schools, vocational schools, and after-school programs. LKSR is the only race of this kind in New England, and not only expands the artistic diversity of Lowell, but reinforces it as a hub of innovation. LKSR proves that collaboration and an interdisciplinary mix of the arts, science, engineering, mathematics, and technology can overcome truly great challenges.

But first thing's first...

What is a kinetic sculpture race?

Kinetic Sculptures are all-terrain, human-powered, art sculptures, engineered to race over road, water, mud and sand. Kinetic sculptures are amazing works of art; many are animated with moving parts like blinking eyes, opening mouths, and heads that move side to side and up and down. These machines of art are usually made from what some people consider “junk” or better put, repurposed materials.

Each kinetic team has a theme and consists of pilots, pit crew and support crew. Kinetic pilots pedal the sculpture and steer, the pit crew assists the pilots in transforming the vehicle for the various challenges and fixing mechanical issues, and support crew (minions), well, they do whatever is needed for the team to get glory. Spectators are encouraged to either watch from the sidelines or follow the race on their bikes (obeying all traffic laws that apply). Seeing these marvels of art and engineering turns many people on to bike culture, reminds them of how much fun riding your bike can be, and also highlights the wealth of recycled materials all around us.

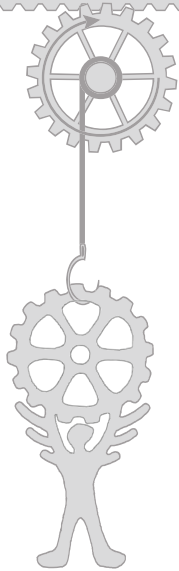
Our race:

The Lowell race is approximately a 7 mi course consisting of paved roads, a cobblestone street (Boneshaker Alley), the Maddening Mud Pit, sand, and a plunge into the Merrimack River. The race begins and ends downtown on Market Street. It is completely free to race, and completely free to attend.



Lowell Kinetic Sculpture Race

The 2018 Race by the Numbers



Event Info

Race day:
Sept 22, 2018
Estimated attendance:
5,700
Number of sculptures:
16 from New England,
CA, MD
Number of volunteers:
120+



MARKETING OVERVIEW (1/1/18 - 12/31/18)

Website

LowellKinetic.com
31,000+ annual website visits
73% of website visits come from New England

Social Media

Facebook: 2,350 Followers
Impressions: 1.5Million+ (Paid/Organic)

Paid Advertising (1Mil+ impressions!)

Digital: Boston.com
2018 campaign: 47,000+
AdTaxi: Display Ads: 755,000+
Print: The Boston Globe, The Hippo (NH);
The Lowell Sun; Eagle Tribune; Worcester
Telegram;
Radio: 980 WCAP; Boston NPR 90.1 AM; 92.5
the River

PR / Appearances

Boston Globe, WBUR.org, Lowell Sun, 980
WCAP, Lowell Telecommunications (LTC),
Event Daddy, Fievent, BostonUSA,
Boston.com, Wherevent, Chelmsford TV,
Eventful, The Boston Calendar, All Events,
Massvacation.com, Art Boston Calendar

Harvard Magazine: <https://bit.ly/2r4Cshz>
North Shore Magazine: <https://bit.ly/2P39lo5>
Lowell Sun: <https://bit.ly/2S8U0V4>, <https://bit.ly/2DODiqn>
YouTube: <https://v/2KzFKlI>



Heather Barker's Photography

Lowell Kinetic Sculpture Race

Partner with LKSR

Royalty Partner - \$10,000

- Award named after your business
- Logo on all media and advertising
- LKSR Swag package for 10 people
- Partner announcements at all venues
- Logo on all race day site branding + t-shirt

Ace Partner - \$5,000

- Signed 2019 LKSR Poster Artwork
- Logo on all media and advertising
- LKSR Swag package for 5 people
- Partner announcements at all venues
- Logo on all race day site branding + t-shirt

Golden Gear Partner - \$2,500

- Logo on all media and advertising
- LKSR Swag package for 4 people
- Partner announcements at all venues
- Logo on all race day site branding

Silver Pilot Partner - \$1,000

- Logo on select media and advertising
- LKSR Swag package for 3 people
- Partner announcements at all venues

STEAM Partner - \$500

- Logo on select media and advertising
- LKSR Swag package for 2 people
- Partner announcements at select venues

Spoke Partner - \$250

- Logo on select media and advertising
- LKSR Swag package for 1 person
- Partner announcements at select venues

ITEMS & ON-SITE

The Mud Pit - \$3,000

- Renaming of the Mud Pit and all associated banners & branding
- All benefits of the Golden Gear Partner

Water Venue - \$6,000

- Renaming of the Water Venue and all associated banners & branding
- All benefits of the Ace Partner

T-Shirt - \$3,500

- Your logo featured prominently
- All benefits of the Golden Gear Partner

Water Bottle - \$750

- Your logo featured prominently
- All benefits of the STEAM Partner

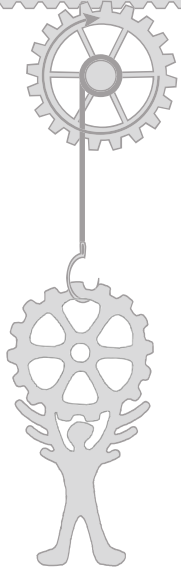
Bracelet - \$550

- Your logo featured prominently
- All benefits of the STEAM Partner



Lowell Kinetic Sculpture Race

About the Organizers



PRODUCER | **Bianca Mauro**

Bianca is a Lowell-based producer, production manager, designer, photographer, adventurer, and supporter of the arts. She has amassed over 19 years of national and international production and event management experience. For a decade, she toured the globe 300+ days a year in production, but she has recently returned to Lowell, MA, and is using her experience to support local events.



RACE DIRECTOR | **Michael Roundy**

Michael is an artist, faculty member of the Art and Design Department at the University of Massachusetts at Lowell, and a kinetic sculpture enthusiast, witnessing 7 Kinetic Grand Championships in northern California. Having grown a deep love for Lowell with its vibrant art community and industrial history, Michael saw the potential to have the first New England based kinetic sculpture race that, like its fellow races across the country, promotes STEAM (Science, Technology, Engineering, Art and Mathematics) crossed with a raucous good time.

Lowell Kinetic Sculpture Race

Reply Form

Please print.

Company Name: _____

Contact Name: _____

Mailing Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

URL: _____

Please send your logo to lowellkinetic@gmail.com

- \$10,000 Royalty Partner
- \$5,000 Ace Partner
- \$2,500 Golden Gear Partner
- \$1,000 Silver Pilot Partner
- \$500 STEAM Partner
- \$250 Spoke Partner

Items & On-Site

- \$6,000 Water Venue
- \$3,500 T-Shirt
- \$3,000 Mud Pit
- \$750 Water Bottle
- \$550 Bracelet

Enclosed is my check for \$ _____ (Please make payable to: GMVCVB)

Please invoice me for \$ _____ (I understand this must be paid in full by June 30, 2019)

Please return this form to:

Greater Merrimack Valley CVB, 61 Market Street Unit 1C, Lowell MA 01852
or EMAIL to lowellkinetic@gmail.com or fax to 978-459-4595