

SEVENTH ANNUAL
Points OF Light
Cultural Celebration

Punto DE Luz
Celebración
de la linterna flotante



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Pontos DE Luz
CelebraçãO Cultural



May 11

Lowell, Massachusetts
5 - 10 PM - ECUMENICAL PLAZA
LANTERN LAUNCH - 8 PM



What is Points of Light?

Points of light is a free festival bringing together the food, music, dance, art, and spirit of Lowell's diverse population. Its goal is to celebrate the unity in diversity of Lowell. It is in its seventh year.

The centerpiece of the night is a special ceremony in which participants personalize water lanterns released onto the historic canal, creating hundreds of floating points of light.

Who organizes it?

The festival is organized by a group of community volunteers with support from nonprofit community organizations. All proceeds raised go directly to festival costs such as performance fees, permits, lantern materials, and production costs.

It is fiscally sponsored by Coalition for a Better Acre, a 501(c)(3) with a mission of resident empowerment and sustainable community revitalization for current and future residents of Lowell and the Merrimack Valley.



Community Partners

The following groups have performed traditional or modern dances, music, or partnered in other ways:

**lowell housing authority
girls inc.**

boys & girls club

cambodian mutual assistance association

angkor dance troupe

free soil arts collective

association de latino lowell

say da nar

no bully zone

st. patrick's church vietnamese drumming

studio 506

ywca of greater lowell



Our Reach



2,863 event reach in 2023

more than **850** following the event on Facebook



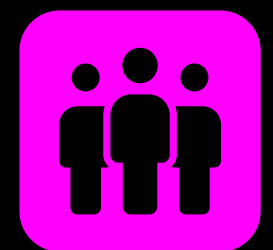
1,167 Instagram followers of partner organization for promotion



845 mailing list subscribers

40% open rate

and a **3%** click rate



more than **1,000** community members come together for one night



Sponsor Levels

🏮🏮🏮 Sustaining Light \$2,000 +

These sponsors illuminate our night and make our celebration possible.

- Logo on all event materials, signage, and a branded lantern on stage
- Special recognition throughout the festival
- Recognition on social media, clickable logo on website
- Two community based organizations will receive lanterns to decorate on your behalf
- Up to 50 lanterns & art materials for your own private decorating event

🏮🏮 Radiance \$1,000 +

We'll shine a light on these sponsors, and you can bring lanterns to your group.

- Logo on all event materials
- Recognition at event, on social media, clickable logo on website
- One community based organization will receive lanterns to decorate on your behalf
- Up to 25 lanterns & art materials for your own private decorating event

🏮 Incandescence \$500 +

Bring luminosity to one of our community partners.

- Recognition on social media and website
- One community based organization will receive lanterns to decorate on your behalf
- Up to 10 lanterns & art materials for

Spark \$250 +

Every spark helps light up the night.

- Recognition on social media and website
- One community based organization will receive lanterns to decorate on your behalf



Be a Sustaining Light!

We're offering a special opportunity: At the \$2,000 you can also choose to sponsor...

- **the main stage**
- **the lantern decoration tent**
- **the family activity area, or**
- **the art showcase area**

Your organization's logo and name will be acknowledged on signage, online, and during stage announcements.



Previous and Returning Sponsors

