

NINTH ANNUAL
Points of Light
Cultural Celebration

Punto DE LUZ
Celebración
de la linterna flotante

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Pontos DE LUZ
Celebração Cultural



May 2
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

more than

850

event reach in 2023

following the
event on
Facebook



1,167

Instagram followers of partner
organization for promotion

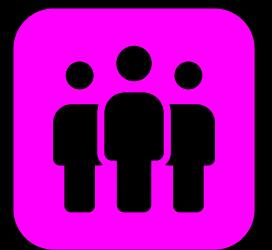


845

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

Friend \$100 +

Great for small, local businesses! We want to share your message!

- Recognition on social media and website

Be a Sustaining Light!

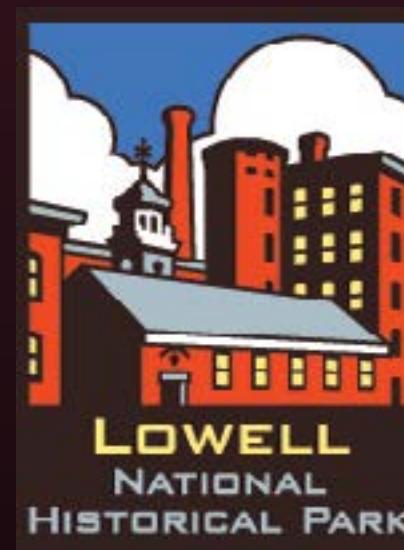
We're offering a special opportunity: At the \$2,000 you can also choose to sponsor...

- **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



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WATERWAYS
VITALITY
INITIATIVE

