



ISLAND PARTY 2026

Sponsorship Information

January 1, 2026

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Our Purpose

Overview

- Island Party exists to glorify Jesus Christ by uniting the Purdue campus and community through a music festival to combat homelessness
- Our goal is to raise **\$10,000** for **Lafayette Urban Ministry (LUM)**, with no benefit to our organization
- We expect more than **2,500 guests** with professional music artists and quality vendors, creating a **non-alcoholic, engaging** event

Our Impact

- Lafayette Urban Ministry is a lifeline for the unhoused community, meeting basic needs such as food, shelter, and childcare for over **4,000 households** in the Greater Lafayette area in 2024 alone
- LUM continues to support essential needs for families in crisis, with an average of 40 emergency shelter interactions daily

Professionally Run

- Non-alcoholic event catered to multiple demographics
- On-site police and EMS, as well as emergency-trained volunteers
- Backed by **\$1M** event insurance

Lasting Impressions

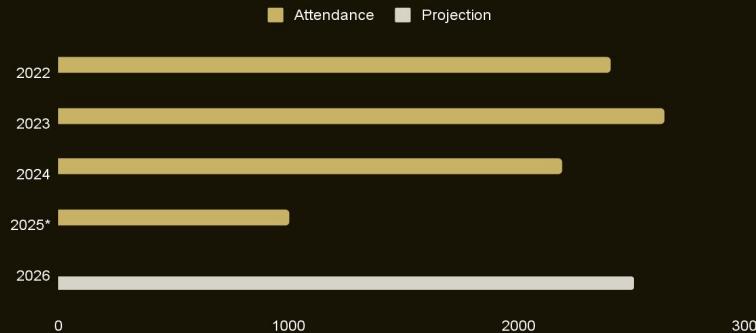
- High-impact night with thousands of attendees
- Multi-avenue sponsor exposure via social media, merchandise, signage, and recognition at event

Successful Track-Record

- Consistent event attendance of over **2000** students
- **0** safety incidents in history of event

Major Campus Event Attendance

*Advertising was limited to 1 week prior to event



Target Audience

Uniting the Community

- Students from Purdue along with locals from the Greater Lafayette area
- Local charities in ministries making meaningful impact in the Greater Lafayette community
- Sponsorship partners fostering community connection and meaningful brand interactions

Drivers

- 7,000+ attendees over past 4 years, solely via word-of-mouth
- Tailored headliners and support acts
- \$10 base ticket price reduces friction for college students and families
- Island Party is the only large-scale, on-campus sober option during Grand Prix weekend, creating a competitively distinct option

Past Artist

**The Band
Solstice**

Over 1M streams on Spotify

~60% Playlist Rate

Strategic Philanthropy

Shared Values

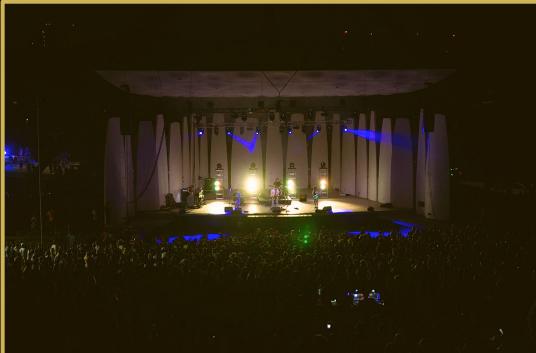
- Faith
- Greater Lafayette
- Housing Support
- General Philanthropy

Audience

- Students, faculty, and staff from Purdue
- Local families
- Visiting Guests

Meaningful Marketing

- Create memorable brand interactions
- On-site activations



Presenting Sponsor - \$10,000

Your Visibility

- “Island Party brought to you by **COMPANY NAME**”
- Company will be recognized as primary sponsor of Island Party
- Your logo has prime placement on the back of Island Party T-shirts, social posts, website, and day-of promo materials
- Our MCs will recognize your company at openings, intermissions, and the finale

Advertise Your Brand

- Curate meaningful promotions for your brand by speaking between performers at Island Party
- Advertise your brand by tabling at Island Party and distributing company merchandise or additional product sampling

Our Thank You

- Free VIP tickets, catering, parking, and included merchandise for members of your organization

Stage and Entrance Sponsors

Stage Sponsor | \$7,500

Your Visibility

- Company logo on banners on and around Island Party stage
- Partnership in tailoring stage name to your company name
- Company logo placed on Island Party T-shirt, website, and other promotional material

Our Thank You

- 15 VIP tickets, catering, and included merchandise for members of your organization

Entrance Sponsor | \$5,000

Your Visibility

- Company logo on banners on and around Island Party entrance
- Company logo placed on Island Party T-shirt, website, and other promotional material

Our Thank You

- 10 VIP tickets, catering, and included merchandise for members of your organization

Platinum, Gold, and Silver Sponsorship Tiers

Platinum Sponsor | \$2,000

- MC mention during event intermissions
- Company logo on back of Island Party T-shirt
- Company logo on conglomerate advertising at event
- Company logo on Island Party website
- 5 Tickets to Island Party

Gold Sponsor | \$1,000

- Company logo on back of Island Party T-shirt
- Company logo on conglomerate advertising at event
- Company logo on Island Party website
- 3 Tickets to Island Party

Silver Sponsor | \$500

- Company logo on conglomerate advertising at event
- Company logo on Island Party website
- 2 Tickets to Island Party

Your Visibility

- Your logo on our cloth festival wristbands
- Lasting memories for festival-goers with your company attached



Our Need, Your Customer

- Cloth wristbands solidify professional festival environment and simplify the ticketing process
- Wristbands are a memorable souvenir for festival-goers and a touchpoint for your company long past the event
- We could use ~5,000 wristbands

In-Kind Incentives

Your Visibility

- Digital promotion on social accounts for in-kind sponsors
- Company brand on select day-of promotional materials
- Day-of ad replacement on/around sponsored item or area

Our Thank You

- Join us with 2 VIP Tickets

Tailored To You

- Our team is open to cash donations that support miscellaneous expenses
- We would love to discuss additional incentives or incentive substitutions to maximize value for your specific business



Support Lafayette Urban Ministry With Us

Partner. Participate. Make an Impact.

- **Sponsor today** to help families in need and create an unforgettable guest experience at Island Party 2026 — fuel the music, community, and impact
- We believe the right partners help bring our guests, your brand, and our event together to create something truly memorable
- *Thank you for considering supporting Island Party 2026, we are excited for the chance to work with you to bring this event to life*

Email, text, or call to sponsor now.
purduebyx.islandparty@gmail.com
(317) 967-1977

Give Now.

