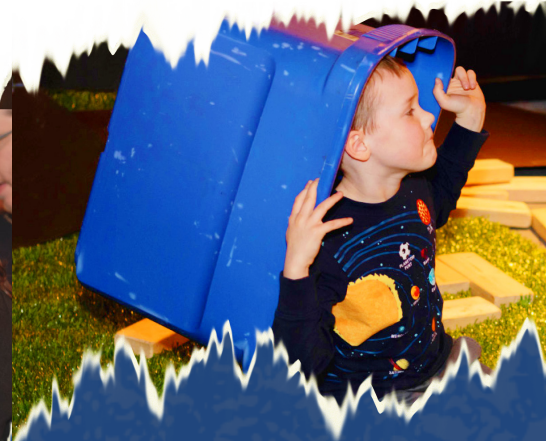


DIY LOWELL 2019

COMMUNITY CHILL NIGHT

CHILI CONTEST FUNDRAISER

The one-of-a-kind celebration of Lowell's community spirit! Every year, we invite all of Lowell to meet their neighbors, vote on Lowell's best chili, and enjoy entertainment and activities.



The event is the primary fundraiser for Do-it-Yourself Lowell, the community group dedicated to helping community members make small-scale projects and events happen together.



WHAT IS D.I.Y. LOWELL?



In three
years...

In 2015, we were two new Lowell residents who saw a need to turn criticism of our community into positive action. We recruited a board of fellow Lowellians to build the organization that would become "Do-it-Yourself Lowell".

We aim to build community, teach civic skills, and give folks more ownership over their neighborhoods. Our model is innovative and unique: our ideas come from community members and are voted on by volunteers. Have a great community idea? Let us help you join your neighbors and Do-it-Yourself!

over **200** community ideas
have been submitted

that have inspired **100** to volunteer and
learn new skills

to make **12** projects and events
happen

drawing more than **2,500** participants

and over **\$35,000** invested.



We asked Lowellians to describe us in an anonymous survey:

"An incredibly awesome group making big differences with small changes."

"A grassroots organization bringing Lowellians together to actualize their ideas for making Lowell a city of delight and belonging."



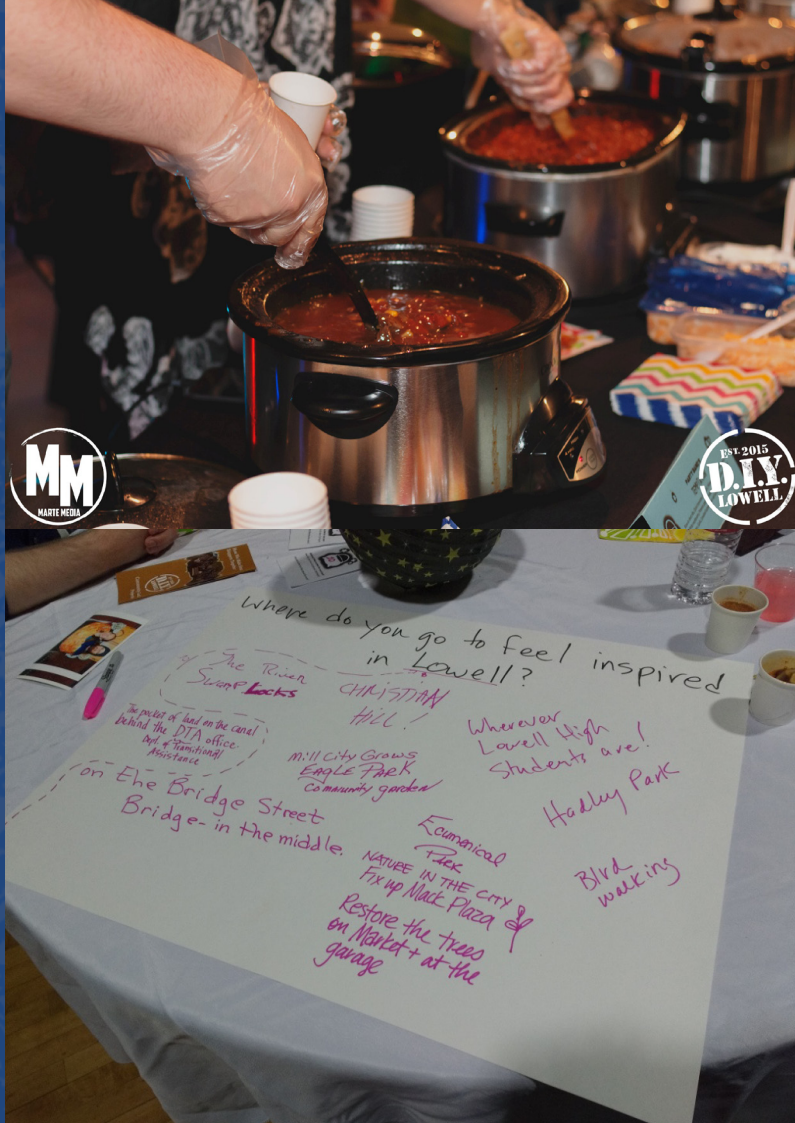
"People coming together to figure out ways they themselves can do something beneficial to Lowell."

WHAT IS THE COMMUNITY CHILL NIGHT?

In 2017, DIY Lowell created a new annual event to reward our volunteers, raise funds, build bridges between community members who don't normally interact, and raise awareness of groups that are revitalizing our public spaces. The chill night includes:

- A chili tasting and contest with more than a dozen entries, including well-known restaurants and local notables
- Awards for a community group of the year and volunteer of the year
- Live music
- Kid-friendly activities
- A "Do-it-Yourself" Sundae Bar
- Raffles and surprises
- 2019 goal to draw a crowd of at least 100 community members

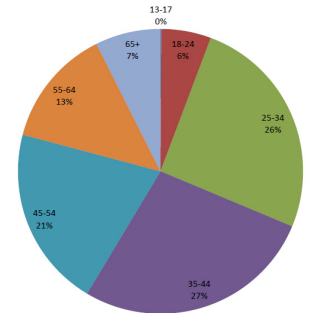




OUR SOCIAL MEDIA REACH

 **1,020** Facebook likes as of December 16, 2018

up to **2,500** daily reach on Facebook during event promotion



Age Breakdown

 **556** Twitter followers as of December 16, 2018, and

54 likes

 **538** subscribers with a nearly

30% open rate

and a **3%** click rate

SPONSOR LEVELS



*Example of
Super Sponsor
banner at event*

VIP

- Reserve up to 6 seats at the event
- Listed on website

\$100

Super Sponsor

- Reserve up to 6 seats at the event
- Listed on website
- Thanks and link on Facebook and Twitter
- Your banner at the event

\$200

Star Sponsor

- Reserve up to 6 seats at the event
- Listed on website
- Thanks on Facebook and Twitter
- Your banner at the event
- Logo on all 2019 DIY Lowell materials

\$500

2017 - 2018 DIY EVENT SPONSORS

