



LIBERTY

COMMUNITY DEVELOPMENT CORPORATION INC.

OWNEFEST

2024

Table of Contents

- 3** About Us
- 4** The Overview
- 7** Event Overview
- 11** Your Brand
- 15** Sponsorship Levels
- 21** Past Sponsors
- 23** Contract Information



About Us

Liberty Community Development Corporation (LCDC) has been a beacon of support since its inception in 2003. Serving Western Baltimore County, we have distributed over 1.2 million pounds of food through our food pantry while nurturing the minds of youths through educational and mentoring initiatives.

In 2011 we introduced the legendary Back to School Jam. This event was more than school supplies; our focus was family, nourishment, and empowerment. Fast forward to 2019, where we transformed this incredible gathering into something even more monumental – OWE FEST.

OWE FEST isn't just an event; it's a movement fueled by a five-point plan designed to uplift our community holistically.

Health & Wellness

Social Action

Education

Civic Engagement

Community Advocacy

Our vision spans beyond traditional aid; we aim to impact lives, foster growth, and create sustainable change in every aspect.

Vision



- An expansion of the food pantry, which will allow for increased capacity and improved workflow.
- The addition of a new state-of-the-art 30k sq ft. community youth center.
- Serve, Uplift, Connect, and Celebrate our Community!

Mission



- Enhance the quality of life for residents in Central Maryland through community service programs and community outreach initiatives such as the food pantry and youth mentoring programs.



Who Are We?

LCDC!



2003

Founded



100,000

People served



5

Initiatives



650

Teens Mentored



Our Active Projects

In 2024, two of our major projects:

FOOD PANTRY EXPANSION:

We will increase the current foot print of the food pantry from 1,000 sq. ft. to 4,000 sq. ft. The expansion creates the opportunity to provide a “Client Choice Pantry” that allows clients to select their foods instead of receiving a pre-packed or standard bag of groceries.

COMMUNITY YOUTH CENTER:

Construct a new state-of-the-art 30,000 sq. ft. community youth center, which will house an early education center and enrichment center. The enrichment center will provide after school and summer programs.



“Thank you to everyone at the OWE Center for bringing more Outreach, Worship and Education to our community. We cant wait to continue our work together and we are excited to supporting the OWE Center in the years to come!”

-John A. Olszewski Jr.
Baltimore County Executive



The Event Weekend

People from across the Baltimore metropolitan come together to enjoy entertainment, local eats, vendors and so much more. Providing consultation and information from agencies, organizations and public policy-makers interested in improving the community.

We are working collaboratively to Serve, Uplift, Connect, and Celebrate our Community!

Our goal over the course of three days is to bring awareness to LCDC and what we do while also cultivating relationships with our community.



Attendee Spotlight

This was the best event Baltimore County has had in a long time!

-Event Attendee

A great place to bring the family!

-Event Attendee

It was so much fun with great food.

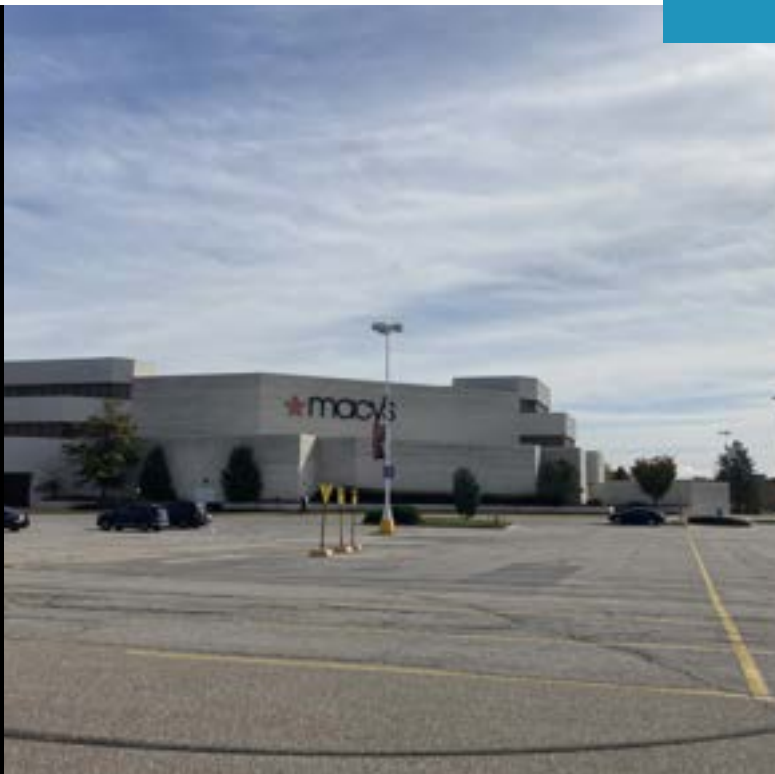
-Event Attendee

I cant wait until next year!

-Event Attendee



Event Venue



Security Square Mall

OWE Fest takes place at one of Baltimore's most known Shopping Malls!

We transform this parking lot into one of the most exciting festival sites our community has ever seen!



OWE Center

The premier location of Baltimore County's newest community center. The first two days of OWE Fest Weekend take place here!

Event Schedule

06
SEP

Food Giveaway

Kicking off OWE FEST Weekend we are distributing food from the Maryland Food Bank and various local supermarkets. The giveaway is an opportunity to work alongside our volunteers and meet the people of our community.

Job/Hiring Fair

Partnering with Maryland Department of Labor – Division of Workforce Development and Adult Learning to bring over 50 employers that are ready to hire on the spot! This event will provide an excellent opportunity to meet with potential employers and obtain an interview, including employment. This event is no-cost to the public.

Young Adult Night

This is for our young adults! Jammed packed evening to get them engaged and thinking about their future. Events include a Reality Fair to teach about financial budgeting,, Summit to have conversation about options after college, and an interactive silent party!

5k Run/ Walk

5k- Health and Wellness is a major component of OWE Weekend. The 5K walk/run is open to all ages and is a great opportunity to to get the community moving. This event requires registration .

07
SEP

OWE FEST

The Big Day! This jammed packed day will feature musical guests, food trucks, local businesses, community resources and activities including kids area, line dancing, trivia games , BFD Firetrucks/helicopter and so much more!



“We really appreciate OWE FEST for having us! Everyone was so inviting and so nice. We can’t wait to come back next year!”



James “Poet”
Future Band DC
2023 OWEFEST Performer

YOUR BRAND

Brand Awareness

In a world where consumers rely on extensive research and others' opinions before making a purchase, brand trust is everything. Connect with citizens of Western Baltimore County to showcase your brand's commitment to their well-being. Increase the buzz around your organization.



Strengthening Relationships

If your brand already has a stake in Western Baltimore County, this is a great way for you to connect with your clients on a more personal level. If your brand has yet to penetrate the Western Baltimore County market this is a great opportunity to gain new clients and get your brand known within this community on a deeper level.





Marketing & Content Stratghey

Content Quality and Consistency

Maintaining high-quality and consistent content is crucial for effective marketing. It not only helps in building trust with our audience but also reinforces your brand identity.

Storytelling

Storytelling in marketing is like the secret sauce that makes your brand memorable and relatable. It's not just about showcasing products or services; it's about crafting a narrative that connects with our audience on a personal level.

Visual Content

Visual content is a powerhouse in the world of marketing. In a sea of information, visuals grab attention and leave a lasting impression. From eye-catching graphics to compelling videos, visual elements play a crucial role in conveying your brand's message to our audience.

Media Impressions

Your brand, Our Socials?

Sounds like a recipe for success!



100,000

Radio reach




10,000

Facebook Reach



200%

increase of Ig reach
from 2022



“As a vendor, I had a great experience. The event was well-organized, and the organizers were friendly and helpful. **The atmosphere was lively and fun**, and I enjoyed the music and entertainment that was provided. Overall, it was well attended and a great way to showcase my products. I would definitely participate again in the future.”

Janel Reaves
Owner of LR Majestics Handmade Soap
Vendor
OWEFEST 2023





Headlining Sponsor 60,000

OWE Fest

- Prime location for a sponsor booth at OWE Fest
- Opportunity for company representative to kick off the festival
- Publicly recognized as a headlining sponsor for the festival on the main stage
- Company name and logo prominently displayed on the main stage at the festival
- Opportunity to brand chosen activation zone
- First choice of activation zone
- Promotional gifts to VIP guests
- Promotional gifts for attendee swag bags
- Photo opportunity with "Entertainment Headliner"
- Includes ten (10) VIP tickets
- Access to an on-the-ground festival liaison

Comcast/Xfinity
Village Sponsor
OWEFEST 2023

FOOD GIVEAWAY

- Kick-off OWE opportunity to work alongside volunteers and meet the community
- Provide giveaways to the community
- Photo opportunities

JOB FAIR

- Opportunity for company representative to open the program
- Exhibit Table (access for 2 representatives)

5K RUN/WALK

- Opportunity for company representative to open the program
- Present awards at the end of the race
- Company logo on 5K Run/Walk T-Shirt

How your Brand will be Marketed:

- Logo prominently displayed and link to your company's website on OWEFest.com
- Broadcast media promotions recognizing your company as a Headlining sponsor
- Mention and inclusion across multiple social channels
- Dedicated posting on festival IG and FB channels "Meet the Sponsor"
- 5x social Influencer post sponsor produced content featured on the main stage during pre-performances and intermission
- Prominent recognition in all marketing (OWE Fest, Food Pantry, Job Fair, Teen Summit and 5K)

Enjoy the highest level of visibility throughout the entire festival, and be prominently recognized for supporting the 2023 OWE Fest. The Headlining Sponsor has naming rights to the OWE Fest, the highest level of festival-wide saturation across all events during the entire weekend of community events exclusivity, and premier marketing benefits.



Entertainment Sponsor 35,000

OWE FEST

- Prime location for sponsor table at OWE Fest
- Opportunity to introduce “Entertainer Headliner” to the audience with live event host
- Company name and logo prominently displayed on main stage at festival
- Opportunity to brand chosen activation zone
- Second choice of activation zone
- Promotional gifts for attendee swag bag
- Photo opportunity with “Entertainer Headliner”
- Access to an on-the-ground festival liaison
- Includes ten (6) VIP tickets

JOB FAIR

- Prime location
- Exhibit Table (access for 2 representatives)

5K RUN/WALK

- Company logo on 5K Run/Walk T-Shirt
- Includes (8) race registrations
- Table at race

How your Brand will be Marketed:

- Logo displayed and link to your company’s website on OWEFest.com
- Mention and inclusion across multiple social channels
- Dedicated posting on festival IG and FB channels “meet the sponsor”
- 3x social Influencer post, sponsor produced content featured on the main stage during pre-performances and intermission
- Recognition in marketing for participating event

Set the mood on the festival's main stage with the illustrious sounds of our headlining talent as they perform live on the main stage.



Village Sponsor

15,000

FINANCIAL EMPOWERMENT



Experience a one-of-a-kind platform to uplift the spirits of festival guests by leading interactive speaking segments on entrepreneurship, education, home ownership, financial literacy, and self-improvement.

LOCAL BUSINESS



There are hundreds of Businesses in Baltimore waiting to be discovered! This village showcases the best small business in town.

OWE FEST

- Choice of (one): Health, Finance or Education Village
- Prime location and prominent branding within the selected village
- Recognized as the presenter of the village
- Access to an on-the-ground festival liaison
- Includes four (4) VIP tickets

JOB FAIR

- Prime location
- Exhibit Table (access for 2 representatives)

or

5K RUN/WALK

- Company logo on 5K Run/ Walk T-Shirt
- Includes (5) race registrations
- Table at race

HEALTH & WELLNESS



This incredible opportunity offers healthcare industry partners to leverage premier space centrally located on-site at the festival to provide healthcare screenings and education for attendees. Join us as we spread the lasting gift of health that keeps on giving for generations. Complementing exhibitors will be in the health zone.

COMMUNITY RESOURCES



This Village gives people in our community access to resources that will improve their quality of life and give them information on different agencies in this area.

How your Brand will be Marketed:

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels
- Dedicated posting on festival IG and FB channels "meet the sponsor"
- 1x social Influencer post, sponsor produced content featured on the main stage during pre-performances and intermission
- Recognition in marketing for participating events (OWE Fest and 5K)



Kids Cove Sponsor 10,000

Kids Cove is designed to engage children in mental and physical enrichment throughout the course of the festival.

In The Zone, youth participate in face painting, arts and crafts, the moon bounce and a host of other fun and engaging activities.

OWE FEST

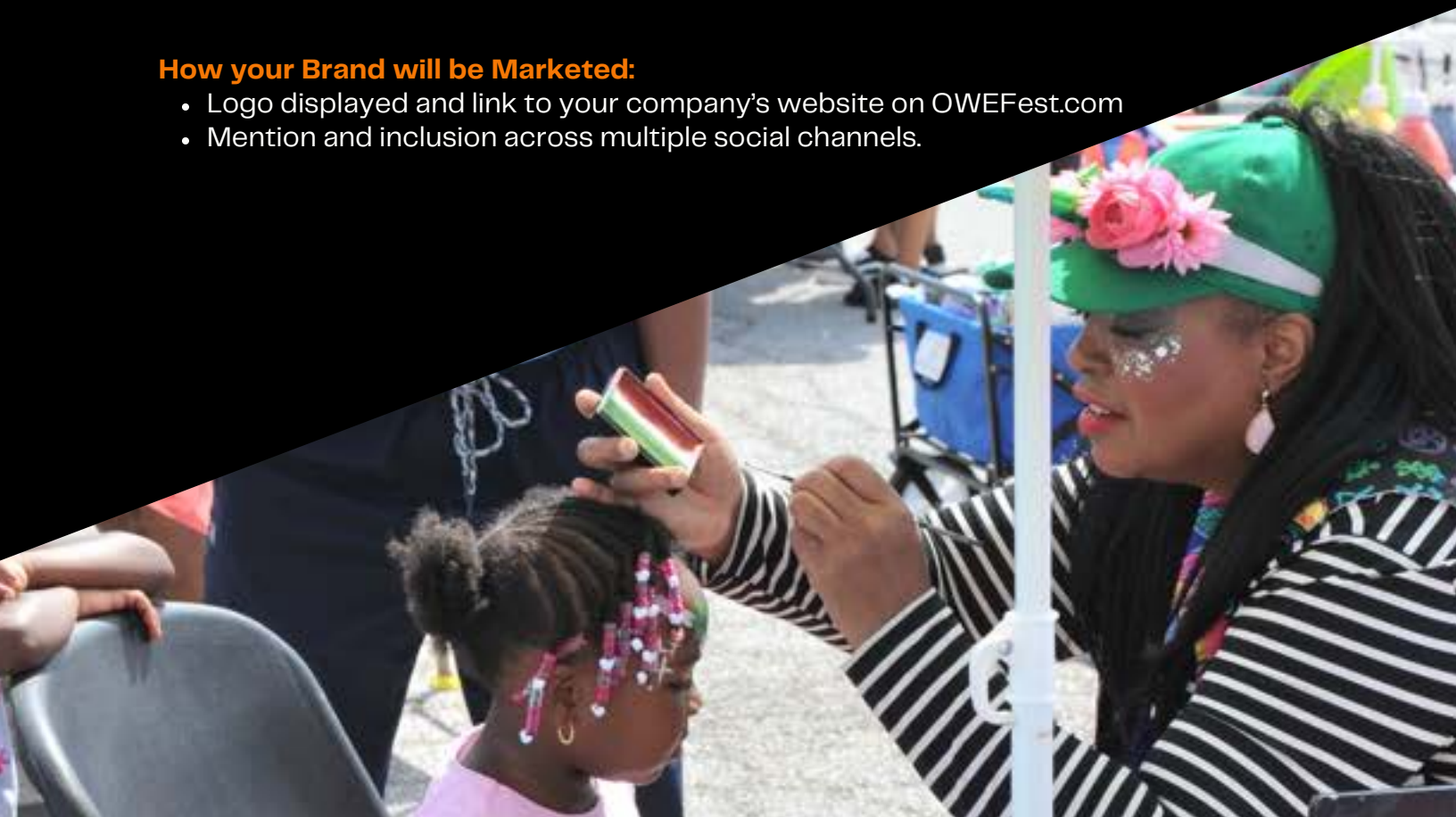
- Prime location within Kids Cove
- Recognized as the presenter of Kids Cove
- Access to an on-the-ground festival liaison
- Includes four (4) VIP tickets

5K RUN/WALK

- Includes (5) race registrations

How your Brand will be Marketed:

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels.





Lounge Sponsors 7,500

OFS Lounge

Our VIP lounge is an exclusive area designed for special guests and elected officials to relax, network, and enjoy delicious food and beverages. VIP guests will have access to a private area where they can unwind and connect with other influential attendees. Enjoy comfortable seating, premium food and drink options, and personalized service from our attentive staff. This is a great opportunity to network with other like-minded individuals and build relationships that could benefit your organization or business

Media Lounge

Engage, relax and network in our interactive social media lounge. Take selfies by our social media wall, recharge your cellphones, and gain direct access to festival attendees to bolster your company's brand awareness. This lounge area will generate high activity levels throughout the entire festival

OWE FEST

- Prime location within VIP Lounge
- Recognized as the presenter of the VIP Lounge
- Includes three (5) VIP tickets

5K RUN/WALK

- Includes (5) race registrations

How your Brand will be Marketed:

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels

OWE FEST

- Prime location within VIP Lounge
- Recognized as the presenter of the VIP Lounge
- Includes three (5) VIP tickets

5K RUN/WALK

- Includes (3) race registrations

How your Brand will be Marketed:

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels
- Social media live stream takeover on the day of the event.

5k Champion Sponsor

\$3,500

Join us for a fun and healthy 5K run/walk at our community festival! Lace up your sneakers and enjoy a scenic route through our neighborhood, all while supporting local organizations. Open to all ages and fitness levels, this event is a great way to get active and connect with your community. Don't miss out on the fun!

OWE FEST

- Includes two (2) VIP tickets

5K

- Exhibit table to display merchandise at the race (provided by sponsor)
- Company logo on 5K Run/ Walk T-Shirt
- Includes five (5) race registrations

How your Brand will be Marketed:

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels

Friends of the Fest

\$500-2,500

Small businesses and individuals looking to support our community non-profit, while sharing their brand with festival attendees. Network with other local businesses and organizations.

OWE FEST

- Business card/flyer bundles in the attendee swag bags
- Includes two (2) VIP tickets

MARKETING

- Logo displayed and link to your company's website on OWEFest.com
- Mention and inclusion across multiple social channels

2023 SPONSORS

MEDIA



PARTNER



VILLIAGE



5K RUN/WALK



FRIENDS OF FEST



BLUE OCEAN



IN-KIND



OUTBACK

STEAKHOUSE



-John.
Outback Owner

This is Outback's second year participating in this event. We are excited to come back year after year! We love being apart of it!

Work with us!

Your support isn't just monetary; it's an investment in transforming lives and shaping a brighter future. By partnering with LCDC for OWE FEST, you're not just adding your logo to our banners; you're becoming an integral part of a movement that's creating meaningful, lasting impact.



www.owefest.com



Directors@owefest.com



410-265-6000