



**2010 Community Outreach  
Chicago, IL August 6, 7, 8<sup>th</sup>, 2010**

[www.lollapalooza.com](http://www.lollapalooza.com)

Lollapalooza provides a great opportunity to reach out to patrons to educate and perhaps influence their choices in a positive way. The festival will feature a special area in the grounds to showcase select organizations. We feel that participation by the right non-profits adds depth and richness to our event and hopefully opens a few eyes. Anticipated attendance is 70K a day. The festival is produced by C3 Presents.

We have chosen to feature organizations that are focused on the environment, particularly global warming. We prefer local organizations who work throughout the year in the Chicago area for the benefit of the community.

**Deadlines**

- Until **June 2, 2010**, we will accept applications from interested non-profits. For consideration, you must have 501(c)3 status.
- A committee will review all submissions.
- By mid-June, we will make selections and contact everyone who submitted an application.

**Applications**

- The name of the organization/effort and primary contact person.
- A summary of your organization which should include your mission statement and a brief history as well as an overview of significant programs and activities.
- Any other collateral you think would be useful for the committee.
- A statement about why Lollapalooza would be the perfect venue in which to share information about your issue/cause/organization.
- Ideas about how you would promote your cause at Lollapalooza and actions or next steps you seek to obtain from Lolla fans. We are looking for displays, active demonstrations and other presentations that are creative and will engage our patrons. All activities will be subject to the approval of Festival producers.
- By **June 2**, email the above to Jody Goode at jgoode at c3presents.com.

**Here's what we are able to offer to you:**

- A typical setup that we provide is an 8' table with chairs or a tent or shared tent (final accommodations TBD).
- Any other visuals will be subject to approval by Festival producers.
- Staff passes for four people per day.

**Is Lollapalooza right for your organization? Some stipulations:**

- You can't solicit for donations and you can't sell anything.
- Your table to be staffed all day, every day of the festival. Typical hours are 11 am to 6 pm. All organizations must be loaded in by 10 am daily; Load-out is end of evening Sunday, August 8.
- Any giveaways must keep in mind our mission of greening the festival. Don't hand out items that can quickly turn into trash. We particularly ask that you do NOT distribute flyers or brochures.
- All activities must be limited to the assigned area—no roaming the crowds.
- Any activities must be coordinated through, and approved by, the producers of Lollapalooza.