



Louisburg 150

Celebration Partners Information



BACKGROUND

Louisburg 150 is a yearlong, community-wide celebration of our rich history as we forge our city's promising future.

The celebration will also provide opportunities for all residents to create a better connection to our community for themselves, their families and their organizations; and foster forms of expression that are artistic, service, and community-oriented.

A series of events will illuminate to ourselves – and the world – how Louisburg is doing after 150 years on the map, highlighting what 150 years of hard work, leadership, determination and energy have built.

HOW TO GET INVOLVED

Participation

Louisburg 150 provides a unique opportunity to highlight our city in an unprecedented way. All are invited to join in the Louisburg 150 celebration.

In addition to some new activities, a number of annual events will carry the Louisburg 150 theme for 2018. We have so many exciting events, activities, exhibits, lectures, performances, etc., that take place in our community throughout the year, we would like to connect them with the Louisburg 150 celebration.

Our goal is to leverage every corner of the city and provide exposure to the many wonderful community activities and events happening in Louisburg.

BECOMING A CELEBRATION PARTNER

Recognition of your Louisburg 150 event

Join other citizens and organizations in hosting Louisburg 150 programs, events, and celebrations. If your group is interested in hosting a Louisburg 150 gathering, please complete the online form at Louisburg150.com to be considered as an official Celebration Partner.

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Approved events should:

- Describe in clear language how your activity or event contributes to the Louisburg 150 celebration. Please be specific as to how you plan on incorporating the Louisburg 150 theme into your event.
- Be open for the community to participate.
- Be consistent with Louisburg 150's mission, vision and goals.
- Receive approval from the Louisburg 150 Marketing and Promotions Committee via online registration form.
- Take place in Louisburg, during the year 2018.

Examples of how to connect your local activity with Louisburg 150:

There are a number of ways to connect with the Louisburg 150 celebration. Ideas could be simple or complex, but might include:

- Attaching the Louisburg 150 logo to your advertising and promoting it through the Louisburg 150 marketing channels
- Hosting an event that costs \$1.50
- Adapting the theme of an event to be "Louisburg" or "Louisburg's Past, Present, Future" Working 150 into your event/activity/exhibit performance – i.e., 150 great artists, 150 days of art, 150 different techniques, etc.
- Dedicating a play, performance, or piece of art to Louisburg
- Adding a float to an existing parade, themed to reflect Louisburg's past, present, future
- Utilizing the Louisburg 150 logo at your event or on your marketing pieces
- Organizing a group project designed to make the city a better place

Louisburg 150 Celebration Partner Benefits

By joining as a Celebration Partner, you will receive:

- Use of the official Louisburg 150 seal (please read Logo Usage Policy, which can be found at Louisburg150.com)
- Your event will be included in the Louisburg 150 master calendar
- Promotion of your event through the Louisburg 150 social media channels
- Recognition as an official Celebration Partner on Louisburg 150 website

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LOUISBURG 150 MARKETING RESOURCES

Louisburg 150 Seal

Hi-resolution versions of the Louisburg 150 seal are available for use to approved Celebration Partners by emailing louisburghistoryhw@outlook.com. Please follow the Logo Usage Guidelines, which can be found on Louisburg150.com.

Website & Social Media

Louisburg 150 will be using the following social media platforms to engage the community:

- Friend us on Facebook: [louisburghistory](https://www.facebook.com/louisburghistory)
- Visit our website: www.louisburghistory.com. The website will be a valuable tool to display Louisburg 150 updates, events, sponsorship recognition, etc.

Media Partners

A Louisburg 150 committee will develop strategic media partners to effectively highlight events and stories throughout the year. Celebration Partners will be notified of opportunities to leverage this broad media coverage.

Louisburg 150 Merchandise & Memorabilia

A Louisburg 150 committee will design, produce and market Louisburg 150 merchandise and memorabilia. A few ideas that the Louisburg Historical Society Board of Directors (BOD) has identified are:

Shirts

Calendars

Community Cookbook

Ornaments

Coins

Wine from a local winery

Postcards

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Year Long Celebration Activities

Celebration Partners will have opportunities to highlight their events at select celebration activities throughout 2018. Possible ideas that the Louisburg Historical Society BOD has are:

- Opening of Centennial Time Capsule (Labor Day)
- Dedication of New Time Capsule
- Heritage Festival
- Downtown Days street festival
- Hometown Holidays (Dec)
- Birthday Party/Gala
- Founder's Day Event (Nov)
- Holiday Magic & Memories (Dec)
- A Fair to Remember
- Chuck Wagon Cook-Off
- Treasure or Scavenger Hunt (city-wide)

LOUISBURG 150 VISION

Louisburg 150 will be a yearlong, community-wide celebration of our proud, rich history as we embark on our promising future. Sesquicentennial events will provide opportunities for residents to deepen their connection to the community. Louisburg 150 will highlight the hard work, leadership, creativity, and determination which built, and continues to build our town.

LOUISBURG 150 MISSION

The Louisburg 150 mission is to promote exploration, education, and celebration of Louisburg's first 150 years.

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LOUISBURG 150 GOALS

- Events should provide historical information about Louisburg
- Events should include activities and interests for all ages representing Louisburg's hometown qualities.
- Leave a positive legacy for Louisburg residents to build on our proud history.
- Motivate people to take part in the yearlong celebrations & increase citizen engagement.

CONTACT

If you have any questions, please contact Heather Wilson, Louisburg Historical Society President.

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