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.
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!

In three years...

- 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

Facebook likes as of December 16, 2018:

1,020

Facebook daily reach on Facebook during event promotion:

up to 2,500

Twitter followers as of December 16, 2018, and 54 likes:

556

Subscribers with a nearly 30% open rate and a 3% click rate:

538
SPONSOR LEVELS

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

Example of Super Sponsor banner at event
2017 - 2018 DIY EVENT SPONSORS

Enterprise Bank

edgegroupinc.com

JEANNE D'ARC CREDIT UNION

OWL Stamp Visual Solutions

LOWELL PARKS & CONSERVATION TRUST

ATHENIAN CORNER RESTAURANT

GREATER LOWELL COMMUNITY FOUNDATION

sage bank

STUDIO 26 ASSOCIATES
ARCHITECTURE | DESIGN | SPACE PLANNING