

Impact Report

LOST IN NEW HAVEN™

CLUB LOST

AN EVENING WITH
IONNE
DJ / LIVE-SONG SET
DEEP HOUSE
MELODIC HOUSE
PROGRESSIVE HOUSE

AND
POET LAUREATE
YEX
SPOKEN WORD

Friday, August 28, 2026 | 7:00 – 9:00 PM
80 Hamilton Street, New Haven CT



2026 CLUB LOST



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Executive Summary

Club Lost delivered a high-engagement, community-centered arts event that blended live music, visual art, movement, spoken word, and local food entrepreneurship. Sponsors received meaningful brand visibility through targeted email marketing, paid social campaigns, onsite activation, and anticipated post-event media coverage.

Top outcomes at a glance

- **Attendance demand:** ~140 tickets sold/reserved
- **Email marketing:** 2 campaigns to 500 inboxes with up to 89% open rate; sponsor inclusion drove notable outbound clicks to sponsor sites
- **Paid social performance** (Instagram + Facebook):
 - 20,296 views
 - 6,663 unique viewers
 - 1,052 link clicks
- **Press & broadcast promotion:** Featured on Arts Respond with Lucy Gellman and Up Early! LoveBabz (New Haven Independent)
- **Community/civic support:** Personnel support from New Haven Department of Arts, Culture, and Tourism
- **Earned media in progress:** Janday Wilson (New Haven Independent) attended and intends to cover the event





Event Overview & Programming

Club Lost was designed to be an immersive “night out” that also functions as a platform for New Haven creators and small businesses.

Featured Programming

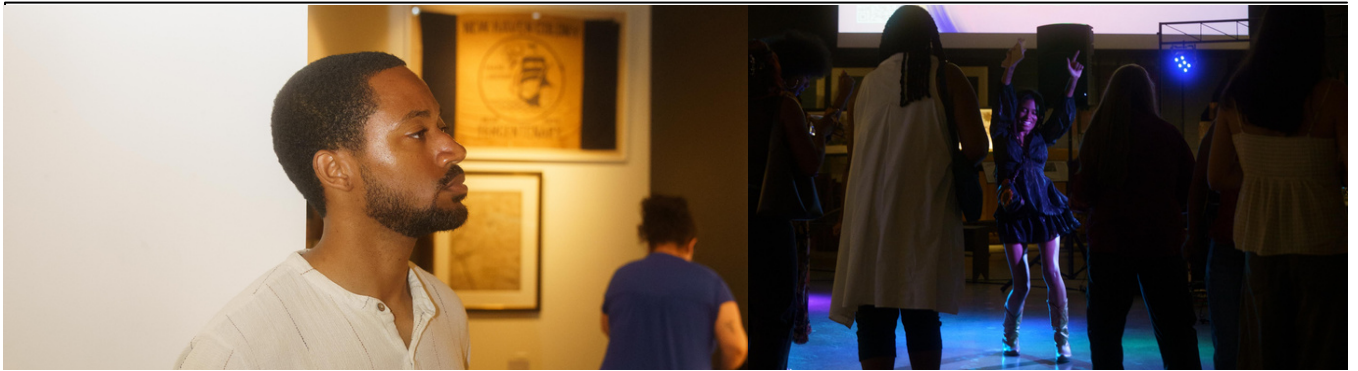
- **Live DJ + new original music premiere by Ionne**
- **Temporary gallery featuring three local fine artists:**
 - Allyse K. Corbin
 - Laz
 - Johnny Komodo
- **Movement performance:** Kris St. Louis (movement artist/dancer)
- **Spoken word:** New Haven Poet Laureate Yexandra “Yex” Diaz
- **Local food vendor:** Gee’s Spot, bringing New Haven food-truck energy indoors
- **Silent auction + raffle:** Participation and display support from 5 local New Haven businesses

Artist Johnny Komodo also featured two new pieces **co-commissioned by 5015 Records:**

- “College For Colored Youth 1831”
 - Imagined diploma honors William Grimes as an honorary recipient of the proposed College for Colored Youth of 1831, an institution envisioned in New Haven as a place of higher education for Black students but ultimately never realized.
- “The Unsung”
 - The medallion accompanies the diploma for the proposed College for Colored Youth and brings together symbols drawn from New Haven’s history and William Grimes’s life.

This lineup positioned Club Lost as a cross-sector cultural gathering—music, visual art, dance, literature, and local commerce—reflecting New Haven’s creative identity and offering multiple touchpoints for sponsor alignment.

Marketing & Sponsor Visibility



1 Email Campaigns (Direct Audience Marketing)

- **2 concentrated email campaigns** to lonne's audience
- **Reach:** 500 inboxes
- **Performance:** up to 89% open rate
- **Sponsor impact:** Sponsors were featured within the emails, generating a noticeable number of click-throughs to each sponsor's website.

Open rates at this level suggest strong audience trust and attention, translating into meaningful sponsor exposure beyond passive impressions.

2 Paid Social Advertising (Instagram + Facebook)

Two major paid/boosted campaigns delivered:

- 20,296 views
- 6,663 unique viewers
- 1,052 link clicks

Sponsors gained consistent repeated visibility (views), broad community reach (unique viewers), and measurable action (link clicks), supporting both awareness and conversion-oriented outcomes.

3 Broadcast/Media Promotion

- Arts Respond with Lucy Gellman
- Up Early! LoveBabz with the New Haven Independent



Community Partnerships & Local Business Impact

The New Haven Department of Arts, Culture, and Tourism provided personnel and marketing support.

Local food cart Gee's Spot generated direct sales onsite, supporting a New Haven food business and reinforcing the event's local-economic mission.

Silent auction + raffle elevated 5 local New Haven businesses through display and participation, extending community commerce ties and creating additional sponsor-aligned goodwill.

What Sponsorships Supported

- A professionally produced, multidisciplinary showcase of New Haven talent
- A platform for local artists and cultural leaders (including the Poet Laureate)
- Local small-business participation through food service and auction/raffle partners
- Strong multi-channel marketing with measurable reach and engagement
- Increased credibility through city department support and local media attention

THANK YOU!

Loking Ahead

Based on ticket demand and campaign performance, Club Lost is well-positioned to scale future events (larger capacity, additional nights, expanded auction partners, or deeper sponsor activations). We welcome sponsor feedback on what metrics matter most for future reporting (e.g., onsite impressions, QR scans, post-event follower growth, or audience survey results).

