



# 2024 Event Sponsorship Guide





The Chamber plays an integral part in Grayslake's activities and other community activities. With strong relationships with the village, park district, exchange club, schools and other organizations, The Grayslake Area Chamber coordinates and executes multiple events throughout the year. Join us for one of our many events this year!



**Winter Skate in the Park**

**January 13<sup>th</sup>, 2024**

**Arts Fest and Wine Tasting**

**June 8<sup>th</sup>, 2024**

**Grayslake Craft Beer Festival**

**June 15<sup>th</sup>, 2024**

**5K Family Fun Run and Walk**

**July 13<sup>th</sup>, 2024**

**Grayslake Summer Nights**

**July 20<sup>th</sup>, 2024**

**Chamber Golf Outing**

**August 1st, 2024**

**Grayslake Summer Days**

**August 16<sup>th</sup>-17<sup>th</sup>, 2024**

**Business Trick-or-Treat**

**October 26<sup>th</sup>, 2024**

**Festival of Lights & Holiday Market**

**November 29<sup>th</sup>, 2024**



## Event Sponsorship Opportunities

*Chamber members looking for the most visibility for their business have a variety of options, based on budget and marketing goals.*

*By sponsoring one of our annual events, your business receives online promotion, tickets, signage, public relations, and a high level of recognition while supporting our community.*

*You also play an integral role in keeping many of our events free for community members!*

*Within this packet you will find the sponsorship packages for all Chamber events as well as a sponsorship commitment form.*

*We hope you will take a moment to evaluate all your options and plan for the upcoming year. Often these unique opportunities become unavailable if decisions are delayed.*

*And if additional ideas for sponsorship of an event present themselves, please call to discuss with our team to see if it can be arranged.*

*Thanks again for your generous support and time commitments, you are the foundation of our community.*

## NEWEST EVENT – 2<sup>nd</sup> Annual

### Winter Skate in the Park — January 13<sup>th</sup>, 2024

*This event is in its 2<sup>nd</sup> year with an attendance of over 300.*

*This year expands with food vendors, a warming area, and additional sponsorship opportunities.*

#### Hot Chocolate Sponsor - \$100

- Social media and website advertising
- Sign at the Hot Chocolate table

#### Food Truck Sponsor - \$100

- Social media and website advertising
- Sign by food truck

#### S'mores Sponsors - \$100

- Social media and website advertising
- Sign at the S'mores table

#### Heat Sponsors - \$100

- Social media and website advertising
- Sign at the heating unit(s)

#### Firewood Sponsors - \$75

- Social media and website advertising
- Sign at the bonfire

#### Warming Tent Sponsors - \$50

- Social media and website advertising
- Sign in the warming tent

## Arts Festival and Wine Tasting—June 8<sup>th</sup>, 2024

*This event is in its 30<sup>th</sup>+ year with an attendance of over 2000.*

#### Glass Sponsor - \$2,500

- Your logo on festival exclusive wine glasses distributed to attendees
- Complementary booth at the festival site
- Social media and website advertising
- 8 Wine tasting tickets

#### Gold Sponsor - \$500

- Complementary booth space at the festival site
- Your business name prominently displayed on the site sign
- Name on official festival t-shirts
- Social media and website advertising
- 6 wine tasting tickets

#### Silver Sponsors - \$250

- Complementary booth space at the festival site
- Your business name prominently displayed on a site sign
- Social media and website advertising
- 4 wine tasting tickets

#### Bronze Sponsors - \$100

- Your business name prominently displayed at the entrances
- Social media advertising
- 2 Wine tasting tickets

NEW DATE \* PLEASE NOTE \* NEW DATE

## Grayslake Craft Beer Festival—June 15th, 2024

*This event is in its 11th year with an attendance of over 2000 participants.*

*Each year expands with additional beer and food vendors, and additional services TBD.*

**All Proceeds go to a Scholarship Fund for High School Students**

### Exclusive Festival Sponsorship Package \$20,000

– Must be in by 1/30 - no discount.

- Your exclusive Logo on Glasses, Tickets, VIP Tent, Tee Shirts, Beer Tent
- Print, social media and website advertising
- Booth Space Available
- 20 VIP Tickets to event

### Glass Sponsor - Sealed Bid (Limit 1)

- **Minimum bidding starts at \$3,000.** Bids due in the Chamber Office by **February 15, 2024, by 3:00 p.m.**
- **YOUR EXCLUSIVE LOGO** on beer glasses distributed to festival attendees.
- Print, social media and website advertising
- 8 VIP tickets

### Ticket Release Party Sponsor - Sealed Bid (Limit 1)

- Submit your proposal for the party with a **minimum of \$500** for a Thursday in April. Bids due in the Chamber Office by **February 15, 2024**, opened at 3pm.  
*The party draws a minimum of 100 attendees.*
- Print, social media and website advertising
- Advertisement of your location for the ticket release party
- Give-aways the day of the event

### VIP Tent Sponsor - \$2,000 (Limit 1)

- Exclusive rights as VIP party host
- Print, social media and website advertising
- 6 VIP tickets

### Ticket Sponsor - \$750 (Limit 1)

- Your business logo on every beer fest ticket sold
- Social media and website advertising
- 4 regular admission tickets

### Beer Tent Sponsors - \$600 (Limit 3)

- Your business logo on a banner at one of the three beer tents during the festival
- Social media and website advertising
- 4 regular admission tickets

### Tee Shirt Sponsors - \$500 (Limit 8)

- Exclusive T Shirt Sponsor \$4000 (first come basis - must be in by April 1, 2023)
- Your business logo on the exclusive beer fest tee shirts
- Social media advertising
- 4 regular admission tickets

### Coaster Sponsors - \$500 (Limit 2)

- Name on Coasters placed in all the bars downtown
- 2 regular admission tickets
- Social media advertising

### Brochure Sponsors - \$500 (Limit 2)

- Business name on brochure
- 2 regular admission tickets
- Social media advertising

### Band Sponsors - \$300 (Limit 6)

- Your business logo on a banner at the stage during the festival
- 2 regular admission tickets
- Social media advertising

### Wrist Band Sponsor - \$500 (Limit 1)

- Your business logo on every wrist band.
- Social Media advertising
- 2 regular admission tickets

### Brewery Sponsor - \$100

- Your business name at brewery table
- Social media and website

### Porta Potty Sponsor - \$50

- Your business name on porta potty
- Social media and website

## 5k Family Fun Run and Walk – July 13<sup>th</sup>, 2024

*This event is in its 30<sup>th</sup>+ year with an attendance of over 400+ runners.*

### 5K Race Recognition Package - \$750

- Your business logo prominently displayed on 350 race shirts distributed to the runners and volunteers.
- Prominent business logo in the race application
- Complimentary exhibit space on race day
- Opportunity to include information about your business in 350 race packets.
- Social media and website advertising
- Announcements made during the race by the DJ

### Water Bottle Sponsor - \$250

- You supply the water with your business label on them.
- Complimentary space on race day
- Opportunity to include information about your business in 350 race packets.
- Social media and website advertising

### Water Station Sponsors - \$150

- Your name displayed at the water station on the day of the race.
- Opportunity to include information about your business in the 350 race packets.
- Announcements made during the race by the DJ.
- Social media and website advertising

### Directional Sign Sponsors - \$150

- Your name on a sign displayed on the racecourse.
- Opportunity to include information about your business in the 350 race packets.
- Announcements made during the race by the DJ.
- Social media and website advertising

## Grayslake Summer Nights (Battle of the Bands) - July 20<sup>th</sup>, 2024

*This event is in its 4<sup>th</sup> year with an attendance of over 2000+ participants.*

*Each year expands with additional bands and additional services TBD.*

### Stage Sponsor - \$2,000 (Limit 2)

- Business Logo on Stage
- Logo on Kick Drum
- Business logo on poster
- Social media and website advertising
- Announce 2 of the bands on day of event

### Gold Sponsors - \$1,000 (Limit 4)

- Logo on signage at event
- Business logo on poster
- Social media and website advertising
- Announce 1 of the bands on day of event

### Bubbles Sponsor - \$1,000 (Limit 1)

- Bubbles Sponsor for 2 hours
- Option to have Booth space next to the bubbles
- Social media and website advertising

### Silver Sponsors - \$500

- Business name on poster
- Name on signage at event
- Social media and website advertising

### Bronze Sponsors - \$250

- Name on signage at event
- Social media and website advertising



# Chamber Golf Outing—August 1st, 2024

*This event is in its 30<sup>th</sup>+ year with an attendance of over 150 golfers.*

## Grand Sponsors - \$2,000 (Limit 4)

- Advertiser banner during mixer and dinner
- Advertiser signs on beverage cart
- 1 foursome
- 1 Hole Sponsor sign
- Social media and website advertising

## Putting Contest Sponsor - \$250

- Sign on the putting green
- Table and chairs for you to network with golfers  
(You must supply workers)
- Social media and website advertising

## Hole Sponsors - \$250 – (Limit 14)

- Your company's name prominently placed on signs at the tees throughout the course
- Company's name on golf outing flier for hole
- Social media and website advertising
- Company representative at hole (option)

## Golfer Participation Gifts

- 150 gift bag items needed for participants  
**\*\* Gift bag items must be delivered to the Chamber office by July 15, 2024 \*\***

# Grayslake Summer Fest—August 16<sup>th</sup> & 17<sup>th</sup>, 2024

*This event is in its 30<sup>th</sup>+ year with an attendance of over 15K participants.*

**Our Largest 2-day festival in Grayslake! Reach 35,000+ customers**

## Platinum Sponsor - \$4,000 (Limit 1)

- Festival promotional mail featuring your business sent to all Grayslake households (reaching approx. 22,000 people)
- Grand Sponsor of the Summer Days Parade
- Logo on Video Screen during Bands Performances
- Announce your sponsored band  
- **Saturday Night 9pm Band**
- Recognized during nonplaying times on video screen and other festival site signage
- Print, social media and website advertising
- Free entry into the Summer Days Parade
- \$200 in Festival bucks - good both days

## Gold Sponsor - \$2,000 (Limit 2)

- Logo on Video Screen during Bands Performance
- Announce your sponsored band  
- **Friday Night 8pm or Saturday 7pm**
- Recognized during non-playing times on Video Screen
- Print, social media and website advertising
- Free entry into Summer Days Parade
- \$100 in Festival Bucks - good both days

## Silver Sponsors - \$1,000 (Limit 3)

- Logo on Video Screen during Bands Performance
- Recognized during non-playing times on Video Screen
- Announce your sponsored band  
- **Friday 6pm or Saturday 6pm**
- Print, social media and website advertising
- Free entry into the Summer Days Parade
- \$50 Festival buck - good both days

## Bronze Sponsors - \$250

- Logo on Video Screen during Bands Performance
- Recognized during non-playing times on Video Screen
- Social media and website advertising
- Free entry into the Summer Days Parade

## Beer Tent Sponsors - \$700 (Limit 5)

- Recognized during event on Video Screen
- Social media and website advertising
- Free entry into the Summer Days Parade
- Maximum of 6 workers only
- Your business will work the beer tent  
- pick your time/date from below:

### **Friday, August 16th**

5pm – 6:30pm

6:30pm-8:30

8:30pm –10pm

### **Saturday, August 17th**

5pm - 7pm

7pm - 9pm

9pm –11pm

## Bingo Tent Sponsor- \$500 (limit 4)

- Logo on Video Screen during Bands Performance
- Banner on Tent with your logo
- Recognized during non-playing times on Video Screen
- Social media and website advertising
- Free entry to the Summer Days Parade



## Business Trick-or-Treat — October 26<sup>th</sup>, 2024

*This event is in its 30<sup>th</sup>+ year with an attendance of over 3500 participants.*

*This year expands with food vendors, cider tent and additional services TBD.*

### Single-day (2 Hr.) festival in Downtown Grayslake (11am – 1pm)

#### Costume Contest Sponsors \$500 (Limit 2)

- Your Logo on signage by Judges
- Must supply 3-5 judges from 11am – 1pm
- Print, social media and website advertising

#### Photography Sponsor - \$400 (Limit 1)

- Professional photographer (Bella Vie Studios) provides photos and website distribution of photos for the public.
- Print, social media and website advertising

#### Cider Tent Sponsor - \$50 (Limit 2)

- Provides FREE apple cider to the public
- Print, social media and website advertising
- Requires 2 people to staff tent (11am – 1pm)

#### Food Truck Sponsor \$100 (Limit 4)

- One sponsor per food truck.
- Sign in front of truck

## Festival of Lights & Holiday Market — November 29<sup>th</sup>, 2024

*This event is in its 18th year with an attendance of over 5,000 participants.*

**\*Holiday event with over 5,000 attendees**

#### Tree Lighting Sponsors - \$2,500

- Mayor to recognize your business at event
- Recognition in all printed advertisement
- Social media and website advertising
- Business name on event poster

#### Carriage Ride Sponsors - \$400

- Your business name displayed on a sign on the horse drawn sleighs
- Social media and website advertising

#### Holiday Market Sponsor – \$300

- Your business name displayed on the street.
- Social Media and website advertising

#### Santa's Elves Sponsors - \$200 (Limit 2)

- Social media and website advertising
- Exclusive right to bring a minimum of 4 people inside Santa's Workshop
  - Must come prepared with your own branded or holiday giveaway
  - Must help with coat check, directing families, and handing out ticket numbers
- Ability to have a table about your company (Come in holiday costumes or festive attire!)

#### Carriage Stop Sponsors - \$150

- Your business name displayed at the carriage stop on the evening of the event
- Social media and website advertising

#### Santa's Workshop Sponsors - \$150

- Your business name displayed on a sign outside of Santa's Workshop
- Social media and website advertising

#### Santa's Characters Sponsors - \$50

- Social Media and website advertising

#### Craft Sponsors - \$50

- Business name displayed on sign
- Social Media and website advertising

# Sponsorship Commitment Form — Page 1

Please fill out the information below to secure your spot for 2024!

## Skate in the Park

- Hot Chocolate Sponsor - \$100
- Food Truck Sponsor - \$100
- S'mores Sponsors - \$100
- Heat Sponsors - \$100
- Firewood Sponsors - \$75
- Warming Tent Sponsors - \$50

## Arts Festival & Wine Tasting

- Glass Sponsor - \$2,500
- Gold Sponsors - \$500
- Silver Sponsors - \$250
- Bronze Sponsors - \$100

## Grayslake Craft Beer Festival

- Exclusive Festival Sponsor - \$20,000
- Glass Sponsor - (Sealed bid due 2/15/24)
- Ticket Release Party - (Sealed bid due 2/15/24)
- VIP Tent Sponsor - \$2,000
- Ticket Sponsor - \$750
- Beer Tent Sponsors - \$600
- Tee Shirt Sponsors - \$500
- Coaster Sponsors - \$500
- Brochure Sponsors - \$500
- Wrist Band Sponsor \$500
- Band Sponsors - \$300
- Brewery Sponsor \$100
- Porta Potty Sponsor \$50

## 5K Family Fun Run & Walk

- 5K Race Recognition Package - \$750
- Water Bottle Sponsor - \$250
- Water Station Sponsors - \$150
- Directional Sign Sponsors - \$150

## Grayslake Summer Nights

- Stage Sponsors - \$2,000
- Gold Sponsors - \$1,000
- Bubbles Sponsor - \$1,000
- Silver Sponsors - \$500
- Bronze Sponsors - \$250

## Chamber Golf Outing

- Grand Sponsors - \$2,000
  - Putting Contest Sponsor - \$250
  - Hole Sponsors - \$250
  - Golfer Participation Gift Item
- 

## Grayslake Summer Fest

- Platinum Sponsor - \$4,000
- Gold Sponsors - \$2,000
- Silver Sponsors - \$1,000
- Beer Tent Sponsors - \$700
- Bingo Tent Sponsors - \$500
- Bronze Sponsors - \$250

## Business Trick-or-Treat

- Costume Contest Sponsors - \$500
- Photography Sponsor - \$400
- Food Truck Sponsors - \$100
- Cider Tent Sponsors - \$50

## Festival of Lights & Holiday Market

- Tree Lighting Sponsors - \$2,500
- Carriage Ride Sponsors - \$400
- Holiday Market Sponsors - \$300
- Santa's Elves Sponsors - \$200
- Carriage Stop Sponsors - \$150
- Santa's Workshop Sponsors - \$150
- Santa's Characters Sponsors - \$50
- Craft Sponsors - \$50

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Business Name

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Representative's Name

# Sponsorship Commitment Form — Page 2

**Total Sponsorship Amount Due:** \_\_\_\_\_

*\*10% Early Bird Discount by 1/31/24*

Business Name: \_\_\_\_\_

Credit Card (VISA, Mastercard, Discover)

Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_

3-Digit security code \_\_\_\_\_ Zip Code \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

Enclosed Checks (Made payable to the Grayslake Area Chamber of Commerce)

Mail to:

**Grayslake Area Chamber of Commerce**

10 S Seymour Ave

Grayslake, IL 60030