



**Grayslake**  
**Chamber of Commerce**  
The New Wave of Business.

# 2023 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 14th, 2023**

**Arts Fest and Wine Tasting**

**June 10th, 2023**

**5K Family Fun Run and Walk**

**July 15th, 2023**

**Grayslake Summer Nights**

**July 29th, 2023**

**Chamber Golf Outing**

**August 3rd, 2023**

**Grayslake Summer Days**

**August 18th - 19th, 2023**

**Grayslake Craft Beer Festival**

**September 16th, 2023**

**Business Trick or Treat**

**October 28th, 2023**

**Grayslake Tree Lighting and Holiday Festival**

**November 24th, 2023**



## 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.

**Grayslake Chamber of Commerce**  
The New Wave of Business

Reached over 16,000 individuals in the last year!

Gave \$12,000 in scholarships to graduating students!

partnered with surrounding villages and chambers to increase member exposure!

8 educational workshops put on for members!

3 new board members added!

45 new members in 2022-over 240 members!

20 ribbon cuttings and after hour mixers hosted!

Launched Lake Counties first Nonprofit Conference!

**A YEAR IN REVIEW!**

Grayslake Area Chamber of Commerce  
thegreatergrayslakechamber@gmail.com  
1.847.223.6888

# Arts Festival and Wine Tasting—June 10<sup>th</sup>, 2023

## 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 ticket

## 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 ticket

# 5k Family Fun Run and Walk – July 15<sup>th</sup>, 2023

## 5K Race Recognition Package - \$750

- Your business logo prominently displayed on 350 race shirts distributed to the runner 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 29<sup>th</sup>, 2023

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

- Business Logo on Stage
- Logo on Kick Drum
- Business logo on poster
- Social media and website advertising
- Announce 2 of the band's 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 band's 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 3<sup>rd</sup>, 2023

## Grand Sponsors - \$1,500

- Advertiser banner during mixer and dinner
- Advertiser signs or beverage card
- 1 foursome
- 2 Hole Sponsor signs
- Social media and website advertising

## Putting Contest Sponsors - \$200

- 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 - \$150

- Your companies name prominently placed on signs at the greens throughout the course
- Company's name on golf outing flier for hole
- Social media and website advertising

## Golfer Participation Gifts

- 100 gift bag items needed for participants
  - **\*\*Gift bag items must be delivered to the Chamber office by July 15, 2023\*\***

# Grayslake Summer Days—August 18<sup>th</sup> & 19<sup>th</sup>, 2023

**\*Our Largest 2-day festival in Grayslake reach 30,000+ customers**

## Platinum Sponsor - \$8,000 (Limit 1)

- Festival promotional mail with your business sent to all Grayslake households (reaching approx. 15,000 people)
- Grand Sponsor of the Summer Days Parade
- Logo on Video Screen during Bands Performance
- Announce your sponsored band - Saturday Night 10pm Band
- Recognized during nonplaying times on video screen; 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 - \$5,000 (Limit 1)

- Logo on Video Screen during Bands Performance
- Announce your sponsored band - Friday Night 10pm
- 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 - \$3,000 (Limit 2)

- Logo on Video Screen during Bands Performance
- Announce your sponsored band - Friday 8pm or Saturday 8pm
- Recognized during non-playing times on Video Screen
- Print, social media and website advertising
- Free entry into the Summer Days Parade
- \$50 Festival buck - good both days

## Bronze Sponsors - \$1000 (Limit 2)

- Logo on Video Screen during Bands Performance
- Announce your sponsored band - Friday 6pm | Saturday 6:30 pm
- Recognized during non-playing times on Video Screen
- Social media and website advertising
- Free entry into the Summer Days Parade



# Grayslake Summer Days—August 18<sup>th</sup> & 19<sup>th</sup>, 2023 (continued)

## Beer Tent Sponsors - \$600 (Limit 6)

- Recognized during event on Video Screen
- Social media and website advertising
- Free entry into the Summer Days Parade
- **Your business will work the beer tent - pick the time/date**
  - **Friday, August 18th**
    - 5pm - 8pm
    - 8pm – Midnight
  - **Saturday, August 19<sup>th</sup>**
    - Noon - 3pm
    - 3pm - 6pm
    - 6pm - 9pm
    - 9pm – Midnight

## Bubbles Sponsor - \$1000 (Limit 1)

- Recognized during event on Video Screen
- Social media and website advertising
- Free entry into Summer Days Parade
- Set up your booth next to Bubbles

# Grayslake Craft Beer Festival—September 16<sup>th</sup>, 2023

## Exclusive Festival Sponsor Package \$20,000 - Must be in by 12/31 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

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

- Submit your proposal for the party with a minimum of \$500 for a Thursday in July. Bids due in the Chamber Office by April 3, 2023, opened at 3pm. The event draws a minimum of 100 attendees.
- Print, social media and website advertising
- Advertisement of you location for ticket release party
- Give aways the day of the event

## Glass Sponsor - Sealed Bid (Limit 1)

- Minimum bidding starts at \$3,000. Bids due in the Chamber Office by April 3, 2023, By 3:00 p.m. • YOUR EXCLUSIVE LOGO on beer glasses distributed to festival attendees.
- Print, social media and website advertising
- 8 VIP tickets

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

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

## Ticket Sponsors - \$750 (Limit 3)

- 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

## Hospitality Tent Sponsors - \$500 (Limit 4)

- Business name on tent
- Social media advertising
- 2 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 - \$400 (Limit 6)

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

# Tree Lighting and Holiday Festival —November 24<sup>th</sup>, 2023

\*Holiday event with over 4,000 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 - \$300

- Your business name displayed on a sign on the horse drawn sleigh
- 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 booth 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

# Sponsorship Commitment Form—Page 1

Please fill out the information below to secure your spot for 2023!

## Grayslake Arts Festival & Wine Tasting

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

\_\_\_ Gold Sponsor - \$500

\_\_\_ Silver Sponsor - \$250

\_\_\_ Bronze Sponsor - \$100

## Chamber 5K Family Fun Run & Walk

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

\_\_\_ Water Bottle Sponsor - \$250

\_\_\_ Water Station Sponsor - \$150

\_\_\_ Directional Sign Sponsor - \$150

## Grayslake Summer Nights

\_\_\_ Stage Sponsor - \$2,000

\_\_\_ Gold Sponsor - \$1,000

\_\_\_ Bubbles Sponsor - \$1,000

\_\_\_ Silver Sponsor - \$500

\_\_\_ Bronze Sponsor - \$250

## Chamber Golf Outing

\_\_\_ Mixer Sponsor - \$1,500

\_\_\_ Putting Contest Sponsor - \$200

\_\_\_ Hole Sponsor - \$150

\_\_\_ Golfer Participation Donation \_\_\_\_\_

## Grayslake Summer Days

\_\_\_ Platinum Sponsor - \$8,000

\_\_\_ Gold Sponsor - \$5,000

\_\_\_ Silver Sponsor - \$3,000

\_\_\_ Bronze Sponsor - \$1,000

\_\_\_ Bubbles Sponsor - \$1,000

\_\_\_ Beer Tent Sponsor - \$600

## Grayslake Craft Beer Festival

- Exclusive Festival Sponsor - \$20,000
- Glass Sponsor - (Sealed bid due 4/3/23)
- Ticket Release Party - (Sealed bid due 4/3/23)
- VIP Tent Sponsor - \$2,000
- Ticket Sponsors - \$750
- Beer Tent Sponsors - \$600
- Tee Shirt Sponsors - \$500
- Hospitality Sponsors - \$500
- Coaster Sponsors - \$500
- Brochure Sponsors - \$500
- Band Sponsors - \$400

## Grayslake Tree Lighting and Holiday Festival

- Tree Lighting Sponsors - \$2,500
- Carriage Ride Sponsors - \$300
- Santa's Elves Sponsors - \$200
- Carriage Stop Sponsors - \$150
- Santa's Workshop Sponsors - \$150

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

\*10% Early Bird Discount by 1/31/23

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**

PO Box 167

Grayslake, IL 60030