



**Chamber of Commerce & Industry**

*Since 1950*

**2017**

**Event Sponsorship Opportunities**

# EVENT SPONSORSHIP OPPORTUNITIES

**Event sponsorship packages offer YOUR business an opportunity to quickly and easily chose a best fit sponsorship that allows you to support the Grayslake Area Chamber of Commerce & Industry while receiving exposure for your business all year long in a number of different ways. 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.**



# Craft Beer Festival—June 3, 2017

## SPONSORSHIP LEVELS

### GLASS SPONSOR—Sealed Bid (LIMIT 1)

Minimum Bidding Starts at \$3000.00. Bids due in the Chamber Office by **February 3, 2017** by 3:00pm. Winner will be unveiled at the Beer Fest Kickoff Celebration.

- YOUR EXCLUSIVE LOGO on beer glasses distributed to festival attendees.
- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com).
- Social media listings (Facebook & Twitter)
- 8 VIP Tickets

### VIP TENT SPONSOR—\$2000 (Limit 1)

- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com).
- Social media listings (Facebook & Twitter)
- Exclusive rights as VIP Party Host
- 6 VIP Tickets

### TEE SHIRT SPONSOR—\$1500 (Limit 1)

- YOUR Business Logo on the Exclusive Beer Fest Tee Shirt
- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com)
- Social media listings (Facebook & Twitter)
- 4 Regular Admission Tickets

### TICKET SPONSOR—\$1500 (Limit 1)

- YOUR Business Logo on EVERY Beer Fest tickets sold
- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com)
- Social media listings (Facebook & Twitter)
- 4 Regular Admission Tickets

### FOOD COURT SPONSOR—\$1000 (Limit 1)

- YOUR Business Logo on a banner at the stage during the festival
- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com)
- Social media listings (Facebook & Twitter)
- 4 Regular Admission Tickets

### BAND SPONSOR—\$400 (Limit 6)

- YOUR Business logo on a banner at the stage during the festival
- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com)
- Social media listings (Facebook & Twitter)
- 2 Regular Admission Tickets

### DESIGNATED DRIVER SPONSOR— \$300 (Limit 4)

- Logo in the Festival Program Book
- Logo on the event website, [www.grayslakebeerfest.com](http://www.grayslakebeerfest.com)
- Social media listings (Facebook & Twitter)
- Business name on banner at Designated Driver tent
- 2 Regular Admission Tickets

### ADVERTISER SPONSOR—\$250

- 4 Color ad in the Festival Program book (*You provide camera ready artwork*)
- Premium locations are more expensive: Inside cover, Inside Back Cover—\$350; Outside Back Cover—\$500; Centerfold—\$750
- 2 Regular Admission Tickets

### FESTIVAL SITE VENDOR SPONSOR—\$200 (Limit 8)

- Logo in the Festival Program Book (*You provide camera ready artwork*)
- 10 X 10 space at Festival site (*You provide a tent*)
- No electricity is provided.

# ARTS FESTIVAL—June 24, 2017

## SPONSORSHIP LEVELS

### PLATINUM RECOGNITION PACKAGE—\$250

- **YOUR** logo prominently displayed on all Arts Fest T-Shirts
- **YOUR** business name prominently displayed on a site sign at the entrance to concession and entertainment area at the Festival.
- Prominent listing in the Official Arts Festival Program given to each of the 7000+ potential customers. (Just 2¢ per Festival Program)
- Complimentary Booth space at the Festival site for you to have a display that would highlight your business and the services it offers, as well as distribute promotional material if desired.
- An exclusive , one of a kind, Arts Festival t-shirt to each sponsor.
- Listing on the Chamber website, [www.grayslakechamber.com](http://www.grayslakechamber.com).
- Listing in event advertising.

### SPECIAL RECOGNITION PACKAGE —\$150

- **YOUR** business name prominently displayed on a site sign at the entrance to concession and entertainment area at the Festival.
- Prominent listing in the Official Arts Festival Program given to each of the 7000+ potential customers. (Just 2¢ per Festival Program)
- Complimentary Booth space at the Festival site for you to have a display that would highlight your business and the services it offers, as well as distribute promotional material if desired.
- An exclusive , one of a kind, Arts Festival t-shirt to each sponsor.
- Listing on the Chamber website, [www.grayslakechamber.com](http://www.grayslakechamber.com).
- Listing in event advertising.

### WATERCOLOR SPONSOR—\$50

- **YOUR** Business Name displayed prominently at the entrances.

# GOLF OUTING—June 14, 2017

## SPONSORSHIP LEVELS

### MIXER SPONSOR—\$500.00 (LIMIT 2)

- Advertiser Banner during Mixer & Dinner
- Advertiser Signs on Beverage Cart
- Tent on the course to showcase your business

### BEVERAGE CART SPONSOR - \$250.00

- Banner on the Course
- Advertiser Signs on Beverage Cart

### PUTTING CONTEST SPONSOR—\$200.00

- Sign on the Putting Green
- Table and Chairs for you to network with other golfers throughout the day. ***You must supply the workers.***

### GOLF COURSE ADVERTISER SIGNS—\$50.00

- Your Company Name Placed on Greens or Tees throughout the Course

### DRIVING RANGE SPONSOR—\$50.00 (Max 4)

- Sign on the Driving Range

### GOLFER PARTICIPATION GIFTS

- We need a minimum of 100 items to be included in the bags.

***\*\*Items must be delivered to the Chamber office by June 7, 2017.***

# 5K RUN AND WALK — July 15, 2017

## SPONSORSHIP LEVELS

### 5K RACE RECOGNITION PACKAGE—\$600

- **YOUR** business name and logo prominently displayed on 600 race shirts distributed to the runners and volunteers. Camera ready art is required. What better way to advertise your business than to have your name on a shirt that will be worn for years.
- Prominent business logo in the race application.
- Complimentary Exhibit Space on race day for you to promote your business and the services it offers, as well as distribute promotional material if desired.
- Opportunity to include information about your business in 600 race packets.
- Inclusion in all press releases and print advertising.
- Announcements made during the race by the DJ.
- Listing on the Chamber website, [www.grayslakechamber.com](http://www.grayslakechamber.com).

### WATER STATION SPONSOR - \$100

- Your name displayed at the Water Station the day of the race.
- Inclusion in all press releases.
- Opportunity to include in 600 race packets information about your business.
- Announcements made during the race by the DJ.

### DIRECTIONAL SIGN SPONSOR - \$50

- Your name on a sign displayed on the race course.
- Opportunity to include in 600 race packets information about your business.
- Announcements made during the race by the DJ.

# SUMMER DAYS —August 18 & 19, 2017

***LARGEST 2 DAY FESTIVAL IN GRAYSLAKE  
REACH 30,000 + CUSTOMERS***

## **SPONSORSHIP LEVELS**

### **HEADLINER SPONSOR - \$3,000 (1 Only)**

#### ***ADVERTISING***

- Village festival mailing to all Grayslake households (reaching approx. 20,000 people)
- Business logo on direct mail Chamber events calendar
- Festival Site Signage
- Festival Site Sandwich Board Sign
- Business Name on Event Posters
- Festival flyers & event schedule
- Grand Marshall of the Summer Days Parade.
- Featured ad on chamber website for 12 month period
- DJ announcements during Parade
- Listing on parade flyer

#### ***OTHER RECOGNITION***

- Recognition at Chamber Luncheon
- Framed Certificate
- Consistently recognized at all festival events
- Free Parade Entry

#### ***FESTIVAL PERKS***

- \$100 in Sponsor Tickets to be used at Food and Beer/Wine Vendors
- Exclusive Sponsor Tent Space for seating Friday evening
- Free Booth Space at Festival Site
- 2 Reserved Parking Spaces
- Keys to Executive Washroom

# SUMMER DAYS —August 18 & 19, 2017

**LARGEST 2 DAY FESTIVAL IN GRAYSLAKE  
REACH 30,000 + CUSTOMERS**

## SPONSORSHIP LEVELS

### **ROCK LEGEND BAND SPONSOR—\$2000.00 (Limit 4)**

- Village festival mailing to all Grayslake households (reaching approx. 20,000 people)
- Festival Site Signage
- Festival Site Sandwich Board Sign
- Business Name on Event Posters
- Festival flyers & event schedule
- Featured ad on Chamber website for 3 month period
- Social Media (Facebook & Twitter mentions)
- Recognition at Chamber Luncheon
- Framed Certificate
- Free Parade Entry
- \$80 in Sponsor Tickets to be used at Food and Beer/Wine Vendors
- Reserved Parking Space
- Keys to Executive Washroom
- Exclusive Sponsor Tent Space for seating Friday evening

### **ROCK SUPER STAR BEER TENT SPONSOR—\$600.00 (Limit 4)**

- Village festival mailing to all Grayslake households (reaching approx. 20,000 people)
- Festival Site Signage
- Business Name on Event Posters
- Festival flyers & event schedule
- Recognition at Chamber Luncheon
- Free Parade Entry
- \$30 in Sponsor Tickets for Food and Beer/Wine
- Exclusive Sponsor Tent Space for seating Friday evening
- Social Media listings

### **ROCK STAR —\$200.00 (Max 10)**

- Festival flyers & event schedule
- Chamber of Commerce Newsletter & Website
- Recognition at Chamber Luncheon
- \$10 in Sponsor Tickets for Food and Beer/Wine
- Exclusive Sponsor Tent Space for seating Friday evening

### **EVENT SPONSOR—\$100**

- Business sign at the event or along the parade route



# Color Aloft Balloon Festival—

## August 26, 2017

### **SPONSORSHIP LEVELS**

#### **CROWN SPONSOR - \$350 (LIMIT 5)**

- Balloon Ride for 1 person (WEATHER PERMITTING)
- 2 Onsite Parking Passes
- YOUR Business name on banners at the Festival Site and on a Balloon Basket
- Listing on Chamber & Village Websites
- Listing in Festival Program and Poster
- Inclusion in all Press Releases and Social Media Outlets
- Complimentary table at the event

#### **BAND SPONSOR—\$300 (LIMIT 4)**

- YOUR Business name on banners at the Festival Site
- 2 Onsite Parking Passes
- YOUR Business name on the banner at the stage
- Listing on Chamber & Village Websites
- Listing in Festival Program and Poster
- Inclusion in all Press Releases and Social Media Outlets
- Complimentary table at the event

#### **BURNER SPONSOR - \$150 (LIMIT 10)**

- YOUR Business name on banners at the Festival Site
- Listing on Chamber & Village Websites
- Listing in Festival Program and Poster
- Inclusion in all Press Releases and Social Media Outlets
- Complimentary table at the event

#### **GONDOLA SPONSOR - \$50**

- Listing on Chamber & Village Websites
- Listing in Festival Program and Poster
- Inclusion in all Press Releases and Social Media Outlets

# TREE LIGHTING —November 24, 2017

## SPONSORSHIP LEVELS

### TREE LIGHTING SPONSOR - \$1,000 (Limit 2)

- Sponsor Recognition Sign displayed at the entrance of the downtown from November - February (approximately)
- Listing on Chamber website
- Free business card ad in Chamber Courier from November—February
- Inclusion in all press releases
- Recognition in all printed advertisement

### CARRIAGE SPONSOR - \$250 (LIMIT 4)

- YOUR Business Name displayed on a sign on a horse drawn sleigh.
- Listing on Chamber website
- Recognition in Chamber Courier
- Inclusion in all press releases

### ORNAMENT SPONSOR - \$100

- Your Business Name displayed at the Holiday Tree the evening of the event.
- Inclusion in all press releases
- Recognition in Chamber newsletter

### CARRIAGE STOP SPONSOR — \$50 (Limit 10)

- Your Business Name displayed at the Carriage Stops the evening of the event.

# SPONSORSHIP COMMITMENT FORM—Page 1

## YES, I want to purchase 2017 Sponsorships NOW:

Arts Festival Platinum Sponsor—\$250

Arts Festival Sponsor—\$150

Arts Festival Watercolor Sponsor—\$50

Craft Beer Festival Glass Sponsor (Minimum bid—\$3000. Bids due by 2/01/16 @ 3PM) (Limit 1)

Craft Beer Festival VIP Sponsor—\$2000 (Limit 1)

Craft Beer Festival Tee Shirt Sponsor—\$1500 (Limit 1)

Craft Beer Festival Ticket Sponsor—\$1500 (Limit 1)

Craft Beer Festival Food Court Sponsor—\$1500 (Limit 1)

Craft Beer Festival Band Sponsor - \$400 (Limit 6)

Craft Beer Festival Designated Drive Sponsor—\$300 (Limit 4)

Craft Beer Festival Advertiser Sponsor—\$250

Craft Beer Festival Site Sponsor—\$200 (Limit 8)

Golf Outing Mixer Sponsor —\$500 (Limit 2)

Golf Outing Beverage Cart Sponsorship —\$250

Golf Outing Putting Contest Sponsor —\$200 (Limit 1)

Golf Advertiser —\$50

Golf Outing Driving Range Sponsor—\$50 (Limit 4)

Golf Outing Silent Auction Donation: \_\_\_\_\_

Golfer Participation Bag Item Donation: \_\_\_\_\_

5K Race Sponsor—\$600

5K Water Station Sponsor—\$100

5K Directional Sign Sponsor—\$50

Summer Days Headliner Sponsor—\$3000 (Limit 1)

Summer Days Rock Legend Band Sponsor—\$2000 (Max of 4)

Summer Days Rock Super Star Beer Tent Sponsor—\$600 (Max of 4)

Summer Days Rock Star Sponsor— \$200 (Max of 10)

Summer Days Event Sponsor—\$100

# SPONSORSHIP COMMITMENT FORM—Page 2

**YES, I want to purchase 2017 Sponsorships NOW:**

- Color Aloft Balloon Festival Crown Sponsor—\$350 (Limit 5)  
 Color Aloft Balloon Festival Band Sponsor—\$300 (Limit 4)  
 Color Aloft Balloon Festival Burner Sponsor—\$150 (Limit 10)  
 Color Aloft Balloon Festival Gondola Sponsor—\$50

- Tree Lighting Sponsor—\$1000 (Max of 2)  
 Carriage Sponsor—\$250 (Max of 4)  
 Ornament Sponsor—\$100  
 Carriage Stop Sponsor—\$50

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

**-15% Early Bird Discount (Prior to 11/01/16):** \_\_\_\_\_

**-10% End of Year Discount (11/1/16—12/31/16)** \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Business Name (Listing for sponsorship promotional materials):

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Our check is enclosed. (Made payable to the ***Grayslake Chamber of Commerce***)

Mailed to: ***Grayslake Chamber of Commerce***  
***PO Box 167***  
***Grayslake IL 60030***

**Please complete both sides of the Sponsorship Commitment Form and return with your payment to confirm your 2017 Sponsorships.**

Charge My VISA/Mastercard/Discover Card Account #

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3 Digit Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address (where credit card bill is sent) \_\_\_\_\_

Zip Code \_\_\_\_\_



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# Grayslake Area Chamber of Commerce & Industry

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