71st Annual Fiesta Days

SPONSORSHIP OPPORTUNITIES
July 11-21, 2019
Fiesta Days Sponsorship Opportunities
Promote your business, show community support and have fun doing it by sponsoring this year’s Fiesta Days. Sponsorships come in many categories to gain visibility for your business at this popular event.

Consider these statistics when making your decision to become a Fiesta Days Sponsor:

- McHenry County has a population over 300,000 with the largest concentration surrounding the City of McHenry. Fiesta Days draws from throughout the entire county.
- Fiesta Days markets its events to entertaining residents with diverse music and family fun interests.
- Fiesta Days has consistently been voted the Best Community Festival and One of the Best by the Northwest Herald readers.
- Fiesta Days sold out in 2012 and has continued to draw crowds every year.

Every Fiesta Days sponsor will receive Level One Sponsorship Rewards:

- Recognition on Fiesta Days website page with a link to sponsor’s website for 1 year.
- Creative signage at sponsor’s location.
- Opportunity to volunteer for beer shifts before it is opened to the entire membership.

See additional rewards at specific sponsorship levels.

Sign up today to lock in your sponsorship category.
What Northwest Herald Readers Say...

Why do I find McHenry so special? First, Fiesta Days every summer in McHenry is filled with exciting festivities that attract huge crowds for the best musical entertainment around!

Grand Festival

SPONSORSHIP - $15,000

Grand Festival Sponsor is the top sponsor of Fiesta Days and is highlighted throughout the 10 day festival.

Includes Level One Rewards plus:
• Sponsorship over all Fiesta Days.
• Your organization automatically included in the Chamber’s annual sponsor program with year-long visibility in all Chamber communications.
• Recognition in Chamber President’s Northwest Herald column.
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Logo on newspaper advertising.
• Recognition in Chamber President’s Northwest Herald column.
• Sponsor recognition in all press releases.
• Banner displayed at Festival in front of parade after protocol.
• Booth space available during Fiesta Days events. Thousands of McHenry area residents line the streets to see the parade.

Premier Parade

SPONSORSHIP - $8,000

Premier Parade Sponsor leads the Fiesta Days parade, one of the oldest and most traditional of all Fiesta Days events. Thousands of McHenry area residents line the streets to see the parade.

Includes Level One Rewards plus:
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Logo on newspaper advertising.
• Recognition in Chamber President’s Northwest Herald column.
• Sponsor recognition in all press releases.
• Banner displayed at Festival in front of parade after protocol.
• Booth space available during Fiesta Days events.
• Individual banner displayed at Parade Day activities as well as during all second weekend events.
• Booth space available during Music Fest Weekend.
• Committee members wear shirts featuring your logo on front.
• 20 Music Fest national act tickets and food vouchers of up to 20 people. Must see Chamber Staff at Command Tent during Music Fest to redeem.
• Right of first refusal for 2020 sponsorship.

Presenting Sponsor

SPONSORSHIP - $10,000

1 Available

Presenting sponsor is an exclusive package recognizing business as the top sponsor for a national act during Fiesta Days.

Includes Level One Rewards plus:
• Event will be titled “National Act presented by Sponsor Name”.
• Prominent booth in a 20 x 20 space all weekend during Music Fest.
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Two banners displayed at National Act day.
• Committe members wear shirt featuring your logo.
• Banner displayed at Music Fest Weekend.
• Your logo on shirts worn by committee.
• Your logo promoted in all advertising.
• Website promotes sponsorship to Fiesta Days local audience.
• Sponsor recognition in press releases.

Music Fest Weekend Sponsorships

SPONSORSHIP - $3,500

6 Available

The Music Fest Sponsor is one of our most visible Music Fest Weekend Sponsorships. Held the first weekend of Fiesta Days it draws thousands of people who enjoy quality National Acts and Area Bands.

Includes Level One Rewards plus:
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Sponsor recognition in press releases and advertising.
• Banner displayed stage front at Music Fest Weekend attended by thousands.
• Logo on t-shirts worn by committee members.
• 4 Music Fest National Act tickets.

Production Banner

SPONSORSHIP - $3,000

1 Available

Includes Level One Rewards plus:
• Full wrap of sound booth.
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Recognition in Chamber President’s Northwest Herald Column.
• 2 tickets to Saturday Night
**SPONSORSHIP - $3,000**

Be part of a brand new Fiesta Days Event, Cask and Barrel Night. On Thursday night, July 11th, the chamber is producing an event offering tastings of top shelf beer, wine and spirits, and promoting local distilleries and breweries across the area. A limited amount of tickets will be sold for this event that is guaranteed to attract connoisseurs of fine spirits and brews. Presenting Sponsor will receive the following:

**Includes Level One Rewards plus:**
- Exclusive opportunity for titled top tier sponsor of this event.
- Two banners will be displayed featuring sponsorship on Thursday night in serving tent area.
- One banner will be at the entrance to the park on Thursday night promoting Sponsorship.
- Fiesta Days Guide which reaches over 34,000 McHenry County residents and businesses will feature logo identified as top sponsor of Cask and Barrel Night.
- 10 complimentary tickets to Cask and Barrel Night.
- Logo on shirts worn by committee.
- Sponsor recognition in press releases.
- Sponsor logo prominent in all advertising pertaining to the event as top tier sponsor.
- Sponsorship Award presented to special sponsor ceremony.
- Stage announcements throughout Music Fest weekend promoting organization as a sponsor.
- Recognition on Fiesta Days website page with link to Sponsor website.
- Provide special area parking during day for sponsor and guests.
- Social Media will promote as top tier Sponsor of Cask and Barrel Night.
- Logo will be on top of all tickets sold.

**NEW!**

**Cask & Barrel Night**

**Presenting SPONSORSHIP - $3,000**

**Lanyard**

**SPONSORSHIP - $1,500**

Be a sponsor of Fiesta Days’ first Cask and Barrel Night. This event is for discriminating lovers of fine beers and whiskies.

**Includes Level One Rewards plus:**
- Name imprinted on lanyard given to all attendees of the event. Lanyard will be used for a punch card.
- Prominent recognition in Guide to Fiesta Days.
- 2 Music Fest National Act tickets
- Recognition in Chamber’s Northwest Herald column.
- Facebook promotion.
- Sponsor recognition in all press releases.

**Tickets**

**SPONSORSHIP - $2,000**

Sponsoring organization will have the opportunity to have its logo and coupon on the National Act tickets distributed up to 5,000 attendees.

**Includes Level One Rewards plus:**
- Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
- Website promotes sponsorship to Fiesta Days local audience.
- Your logo promoted in all advertising.
- Sponsor recognition in press releases and advertising.
- Banner displayed at entrance to park, side left promoting sponsorship.
- Booth available.
- 2 Music Fest National Act tickets.
- Right of first refusal for 2020 sponsorship.

**Entertainment**

**SPONSORSHIP - $2,500**

6 Available

The Entertainment Sponsor is part of our Music Fest Weekend held the first weekend of Fiesta Days which draws thousands of people who enjoy quality area bands.

**Includes Level One Rewards plus:**
- Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
- Website promotes sponsorship to Fiesta Days local audience.
- Your logo promoted in all advertising.
- Sponsor recognition in press releases and advertising.
- Banner displayed at Beach Bash entertainment stage.
- Banner displayed at entrance to park, side left promoting sponsorship.
- Booth available.
- 2 Music Fest National Act tickets.
- Right of first refusal for 2020 sponsorship.

**Beach Bash**

**SPONSORSHIP - $3,750**

This exclusive sponsorship stands alone in bringing a different sort of competition to Fiesta Days.

**Includes Level One Rewards plus:**
- Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
- Website promotes sponsorship to Fiesta Days local audience.
- Your logo promoted in all advertising.
- Sponsor recognition in press releases and advertising.
- Banner displayed at entrance to park, side left promoting sponsorship.
- Booth available.
- 2 Music Fest National Act tickets.
- Right of first refusal for 2020 sponsorship.

**Car Show**

**SPONSORSHIP - $2,000**

Be part of our car show brought to you by Northern Illinois Street Rod Association. Car show sponsor cannot compete with Grand Festival sponsor.

**Includes Level One Rewards plus:**
- Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
- Website promotes sponsorship to Fiesta Days local audience.
- Your logo promoted in all advertising.
- Banner featured on T-shirts given to attendees.
- Banner at entrance to car show.
- Vehicle with logo at entrance to car show.
- 2 Music Fest National Act tickets.
- Right of first refusal for 2020 sponsorship.

**Designated Driver Booth**

**SPONSORSHIP - $1,500**

This exclusive sponsor gains recognition for providing alternative non-alcoholic beverages for the increasing number of participants who choose to have a designated driver at Fiesta Days.

**Includes Level One Rewards plus:**
- Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
- Website promotes sponsorship to Fiesta Days local audience.
- Your logo promoted in all advertising.
- Banners on Designated Driver Booth stating Designated Sponsor Booth sponsored by company.
- Opportunity to pass out sponsor information at booth.
- Opportunity to have booth members wear sponsor shirts.
- Creative signage close to park entrance thanking sponsor.
- Right of first refusal for 2020 sponsorship.
Art & Street Fair

SPONSORSHIP - $2,500

This sponsor is a supporter of the Arts in the McHenry area, as well as a supporter of downtown McHenry businesses. The Art and Street Fair encompasses multiple art events throughout Fiesta Days, including Arts and Crafts in the Park and the Student Art Show (displayed in downtown business windows), as well as family friendly “Make Your Own Art” booths throughout sidewalk sales on Green Street. These events will draw participants of all ages, both local and those visiting the community.

Includes Level One Rewards plus:
• Logo and link on mchenryfiestadays.com website to promote sponsorship to local audience.
• Sponsorship Award presented at special sponsorship ceremony.
• Creative signage on sponsor property before and during event.
• Sponsor name on each art piece placed in stores.
• Sponsor recognition in press releases and advertising.
• Creative signage on sponsor property before and during event.

Parade

SPONSORSHIP - $1,500

6 AVAILABLE

Parade sponsor leads parade division showing special support at the oldest and most traditional of all Fiesta Days events. Thousands of McHenry area residents line the streets to see the parade.

Includes Level One Rewards plus:
• Social media advertising organization’s sponsorship on continual basis to over 11,000 local fans of the event.
• Website promotes sponsorship to Fiesta Days local audience.
• Your logo promoted in all advertising.
• Banner carried in parade.
• 2 Music Fest National Act tickets.

NEW!

Fiesta Days

ILLINOIS

Call the Chamber today for more information!
815-385-4300

Make a big impact by donating promotional merchandise to give away throughout the event: shirts, caps, cups, glasses, etc. all with your company logo and contact information. Your business and your generosity for supporting Fiesta Days remembered long after Fiesta Days is but a memory!
Please sign my business up for the following sponsorships for 2019:

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Festival - Exclusive – Top Tier - Exclusive</td>
<td>$15,000</td>
</tr>
<tr>
<td>Premier Parade - Exclusive – Top Tier - Exclusive</td>
<td>$8,000</td>
</tr>
</tbody>
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Music Fest Weekend

- Presenting - Exclusive | $10,000
- Beverage - Exclusive    | $4,000
- Music Fest - 4 Available | $3,500
- Entertainment - 5 Available | $2,500
- Beach Bash - Exclusive   | $3,750
- Tickets - Exclusive      | $2,000
- Car Show - Exclusive     | $2,000
- Designated Drivers Booth - Exclusive | $1,500
- Production Banner - Exclusive | $3,000
- NEW! Cask & Barrel Night Presenting Sponsor - Exclusive | $3,000
- NEW! Lanyard Sponsor - Exclusive | $1,500
- Gate Sponsor - Friday, July 12 - Exclusive | $2,000
- Gate Sponsor - Saturday, July 13 - Exclusive | $2,000
- Gate Sponsor - Sunday, July 14 - Exclusive | $2,000

2nd Weekend Events

- NEW! Art & Street Fair Presenting Sponsor - Exclusive | $2,500
- Concert in the Park - Exclusive | $1,500
- Arts & Crafts in the Park - Exclusive | $2,000
- NEW! Trolley Sponsor | $2,000
- Student Art Show Sponsor | $1,500
- Parade - 6 Available | $1,500

Name: ___________________________ Business ______________________________

Phone: ___________________________ Email: ______________________________

Credit Card # __________________ Exp: ____________________

Send completed form to: McHenry Area Chamber, 1257 N. Green Street, McHenry, IL 60050, fax to 815-385-9142 or email to Molly@McHenryChamber.com.