



# BE A SPONSOR

## 2018 East Dundee Event Season Sponsorship Opportunities

On behalf of the Village of East Dundee, we would like to invite you to join us in support of our 2018 events. So far this year, East Dundee has welcomed thousands of visitors to its downtown for its summer Wine Down Wednesday and Thirsty Thursday festival series. Luckily, the event season is far from over! Thousands more are anticipated to attend East Dundee's First Annual Oktoberfest, as well as its annual holiday celebration, Dickens in Dundee. These events will take place in East Dundee's historic and picturesque downtown and offer activities for people of all ages.

To continue to bring these events to life, Village of East Dundee is seeking sponsors looking to showcase their businesses or organizations while giving back to the community in a meaningful way. With expenses increasing each year, these events must have support from the business community in order to continue and grow. There is a wide variety of sponsorship levels, ensuring any size business or organization can participate in this opportunity. Please consider joining us this year. We need your support to continue these popular, fun-filled annual events.

The Village will bring thousands of visitors to East Dundee as part of the 2018 event season and thousands more will view advertisements for the events on social media, in newspapers, and through other marketing tools such as websites, community calendars, and electronic signs. By becoming a sponsor, you can ensure that your business has access to this diverse audience, all while giving back to the community. All applications should be received by **Friday, September 7, 2018** to ensure inclusion in printed materials and other publicity for the First Annual Oktoberfest.

**To Become A Sponsor:** Complete this form and return it along with your donation by 5 p.m. on September 7, 2018. *Applications received after this date will still be able to be processed, but inclusion in the Oktoberfest materials cannot be ensured for late submissions.* Checks may be made payable to the Village of East Dundee, 120 Barrington Ave, East Dundee, Illinois, 60118. We will follow up to confirm your sponsorship. Sponsorship opportunities are first-come, first served, and this application and the donation must arrive at Village Hall by September 7<sup>th</sup> in order to guarantee your participation.

### Sponsorship Application:

Business/Organization/Individual \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website Address \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

### Questions?

Contact Tyler Grace at [tgrace@eastdundee.net](mailto:tgrace@eastdundee.net) or at (847) 426-2822 x6102.

# 2018 East Dundee Event Season Sponsorship Levels

## Platinum- \$5,000

- **Event Title:** Presenting sponsor for East Dundee Dickens in Dundee, or an Oktoberfest music headliner. (e.g., Bella Cain presented by Your Business)
- Recognition in all marketing (social and traditional media, printed materials, Village website, electronic signs, etc.) as presenting sponsor for East Dundee Dickens in Dundee or Oktoberfest music headliner.
- Opportunity to be the only business booth at event. *Only Applicable to Dickens in Dundee.*
- All benefits accorded to Gold Level Sponsors

## Gold- \$1,000

- Advertisement in Oktoberfest Informational Brochure
- Recognition in five promotional social media posts throughout season
- Recognition in day-off announcements
- All benefits accorded to Silver Level Sponsors

## Silver- \$500

- Recognition in two promotional social media posts throughout season
- Recognition on Oktoberfest Volunteer T-Shirts
- All benefits accorded to Bronze Level Sponsors

## Bronze - \$250

- Company Logo on all event sponsor recognition banners.
- Recognition on Village website event pages with linked Company Logo.

## Supporting Partner - \$100

- Recognition on printed day-of materials as space allows.
- Recognition on Village website event pages.

## In-Kind Sponsorships

Does your company offer lights, decor, portable restrooms, or any other products or services that would add to the success of our community events? Contact us to talk about crafting your own in-kind sponsorship to showcase your products and promote your business.

## **2018 East Dundee Fall/Winter Events**

### Oktoberfest

The First Annual Oktoberfest will be held in the East Dundee's Downtown and is a great way to celebrate the coming of fall. The event will feature a carnival, live music featuring some of the best headliners in the area, and fantastic German food, beer, and games! The festival will take place over the course of three days, from Friday, October 12th, until Sunday, October 14th. Headliners will include Bella Cain and Modern Day Romeos. The festival will also feature performances from 8-Track, the Polkaholics, and 97 Nine.

### Dickens in Dundee

Dickens in Dundee was formed in 1988. It began as a small community gathering, with caroling and the search for Tiny Tim's crutch in local stores. With the support of local businesses, this event has grown significantly and attracts people from all over the Dundee area. This year's Dickens in Dundee will take place in East Dundee on Friday, November 30<sup>th</sup>, with a parade to follow on Saturday, December 1<sup>st</sup>.