



Dear Business Owner / Event Supporter:

The Village of West Dundee is pleased to announce our 21st year for Heritage Fest and would like you to join us for our annual 3-day community festival, **September 14, 15 and 16, 2018**.

Heritage Fest is a great opportunity to promote your business to **over 10,000 visitors** from all over Northern Illinois and Southern Wisconsin as well as our residents and surrounding communities. The 3-day event offers live entertainment on multiple stages, spectacular fireworks, original arts & crafts, car show, antique fair, recreation and fitness activities, charity community breakfast, fun for families and kids and much more. The best part is that it is **free to attend**.

Included with this letter is a detailed explanation of our sponsorship packages. Sponsorships range from \$100 to \$5,000 enabling any business to choose a level that fits their budget.

Sponsorships at any level are greatly appreciated. New this year are a limited number of Diamond level sponsorships, which affords the sponsor additional visibility on a banner across the top of the main stage. Sponsors at the Diamond, Platinum and Gold levels all have the opportunity to utilize a 10x10' booth to promote their business at no additional cost.

As a sponsor, your business will be promoted through a variety of event marketing materials, i.e. on www.wdundeeheritagefest.org, flyers, posters, radio announcements as available, e-mail and social media blasts, press releases, and on hundreds of volunteer t-shirts, depending on the level of sponsorship selected.

To enjoy ALL benefits of sponsorship, please **return your sponsorship application by Wednesday, August 1, 2018**. Sponsorships will still be accepted after that date, however we cannot guarantee your company will make every form of advertising due to print deadlines.

Should you have any questions, please contact Barb Traver or Kim Tibbetts at Village Hall via email at villagehall@wdundee.org or by phone at 847-551-3800.

Thank you in advance for your support. Together we can make this the best Heritage Fest ever! **We need your support to continue this outstanding annual event for the Dundee community.**

Sincerely,

A handwritten signature in black ink that reads "Chris Nelson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Christopher Nelson
Village President

HERITAGE FEST SPONSORSHIP

Frequently Asked Questions

Where does the money go?

Sponsorship dollars help pay for entertainment, fireworks, stage and sound systems, advertising, waste management, security, prizes, satellite parking shuttle, electricity, volunteer t-shirts and many other expenses that go into facilitating the variety of activities that take place over the three-day festival.

Every donation is appreciated, whether you are a Diamond, Platinum, Gold, Silver or Bronze level sponsor. Your contribution helps maintain a tradition in the community and demonstrates the community spirit of West Dundee.

Is there a deadline?

The deadline to enjoy ALL of the benefits of sponsorship is August 1, 2018.

Sponsorships are still welcome after this date, but some of the stated benefits may not be available. In particular, opportunities for booth space at the upper levels of sponsorship become less available after this date.

Please contact us should you have any questions.

What are the benefits of sponsorship?

Sponsors receive the benefit of advertisement of your community support to both residents of the Dundee area and those who come from far and wide to enjoy the event.

Specific benefits provided are detailed on the following page, for each sponsorship level.

How many people attend Heritage Fest?

While an official count is not taken, estimated attendance is around 10,000 visitors over the course of the weekend.

How do I become a sponsor?

Simply fill out the enclosed form and send it along with your check to:

**West Dundee Heritage Fest
102 S. Second Street
West Dundee, IL 60118**



SPONSORSHIP LEVELS

DIAMOND SPONSOR BENEFITS **\$5000**

- Company name or logo on a banner across the top of the Main Stage.
- All benefits afforded to Platinum Sponsors

PLATINUM SPONSOR BENEFITS **\$2000**

- Acknowledgement in any/all available radio or newspaper advertising.
- All benefits afforded to Gold Sponsors

GOLD SPONSOR BENEFITS **\$1000**

- Complimentary 10x10' booth space in the Business Expo for all 3 days.
- Announcement of your sponsorship to attendees prior to the main acts on Friday &/or Saturday evening.
- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- Company logo on printed promotional materials including flyers, posters and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company logo & web link featured on wdundeeheritagefest.org.

CAR SHOW SPONSOR BENEFITS **\$1000**

- Complimentary 10x10' booth space at the Car Show on Saturday & Sunday from 10:00 am - 4:00 pm, including space for vehicle display(s), if desired.
- Announcement of your sponsorship by the Car Show DJ throughout both days.
- Company name on Car Show trophies.
- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- Company logo on printed promotional materials including flyers, posters and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company logo & web link featured on wdundeeheritagefest.org.

SILVER SPONSOR BENEFITS **\$500**

- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- All benefits afforded to Sterling Sponsors

STERLING SPONSOR BENEFITS **\$250**

- Company name on printed promotional materials including flyers, posters, and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company name & web link featured on wdundeeheritagefest.org.

BRONZE SPONSOR BENEFITS **\$100**

- *IF SPACE ALLOWS* - Company name on flyers, posters, volunteer t-shirts or the sponsor banner on the Main Stage.
- Company name & web link featured on wdundeeheritagefest.org.



SPONSORSHIP APPLICATION

YES, COUNT US IN! *We want to be a part of Heritage Fest on September 14, 15 & 16, 2018.*

We want to be a:

- | | |
|---|--|
| ____ DIAMOND Level Sponsor (\$5000) * | ____ SILVER Level Sponsor (\$500) |
| ____ PLATINUM Level Sponsor (\$2000) * | ____ STERLING Level Sponsor (\$250) |
| ____ GOLD Level Sponsor (\$1000) * | ____ BRONZE Level Sponsor (\$100) |
| ____ CAR SHOW Sponsor (\$1000) * | |

Enclosed is a check for \$ _____ made out to the Village of West Dundee.

Please Print:

Name/Business/Organization (as you would like it to appear in all publicity):

Contact Person _____ Phone _____

Address _____ City _____ State _____ Zip _____

E-mail Address _____

Website Address _____

*** DIAMOND, PLATINUM, GOLD & CAR SHOW SPONSORS:**

Please email a high resolution or vector file of your logo to villagehall@wdundee.org.

Booth: ____ Please reserve a 10x10' business or not-for-profit booth space for my use.

I will need access to electricity in my booth.

____ I do not require a booth space.

TO GUARANTEE AVAILABILITY OF ALL SPONSOR BENEFITS, DONATIONS **SHOULD BE RECEIVED BY August 1, 2018.**

For further information, please contact us at 847-551-3800 or villagehall@wdundee.org.

PLEASE RETURN TO:

West Dundee Heritage Fest
102 South Second Street
West Dundee, IL 60118

