



Dear Heritage Fest Supporter:

On behalf of the Village of West Dundee, we would like to invite you to join us in support of Heritage Fest, our annual 3-day community festival, now in its 20th year! Heritage Fest will take place on **September 15, 16 and 17, 2017**.

Heritage Fest **attracts over 10,000 visitors**, not only from the immediate Dundee community, but from all over Northern Illinois and Southern Wisconsin. 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.

One reason Heritage Fest is so popular is that it is **free to attend**. Area residents are looking for cost effective entertainment opportunities close to home. For you, our sponsors, this means a large turnout of people anxious to support their community, and an excellent opportunity to **advertise your services and show your community support**. Heritage Fest not only attracts local residents; Visitors come from far and wide to this well-known and popular annual event.

Sponsorships at any level are greatly appreciated. Sponsors at the Platinum and Gold level have the opportunity to utilize a 10x10' booth to promote their business at no additional cost.

Heritage Fest sponsors provide the backbone of funding for the event. As a sponsor, your business or organization 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.

Please consider joining us this year. **We need your support to continue this outstanding annual event for the Dundee community.** Thank you for your consideration of a Heritage Fest sponsorship.

Sincerely,

A handwritten signature in black ink that reads "Chris Nelson".

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 Platinum, Gold, Silver or Bronze level sponsor. Your contribution helps maintain a tradition in the community and demonstrates the community spirit of the Dundees.

Is there a deadline?

The deadline to enjoy ALL of the benefits of sponsorship is August 15, 2017.

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

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 printed promotional materials, possibly including 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 15, 16 & 17, 2017.

We want to be a:

____ **PLATINUM** Level Sponsor (\$2000) *

____ **SILVER** Level Sponsor (\$500)

____ **GOLD** Level Sponsor (\$1000) *

____ **STERLING** Level Sponsor (\$250)

____ **CAR SHOW** Sponsor (\$1000) *

____ **BRONZE** Level Sponsor (\$100)

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 _____

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

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 15, 2017.

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

