



Dear Business Owner / Event Supporter:

The Village of West Dundee is happy to announce the return of Heritage Fest and invite you to join us to celebrate the 23<sup>rd</sup> year of Heritage Fest on **September 17, 18 and 19, 2021**.

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 our downtown stage, spectacular fireworks, an expansive arts & crafts fair, a highly regarded car show, fantastic food, offerings from local businesses and organizations, lots of fun and much more.

One reason Heritage Fest is so popular is that it is **free to attend**. For you, our sponsors, this means a large turnout of people from all over the area, and an excellent opportunity to **advertise your services and show your community support**.

Included with this letter is a detailed explanation of our sponsorship packages. These range from \$100 to \$5,000, enabling supporters to choose a level that fits their budget. **Sponsorships at any level are greatly appreciated**. Sponsors at the Diamond, Platinum and Gold levels all have the opportunity to utilize a 10x10' booth to promote their business or organization at no additional cost. Business and sponsor booths are centrally located between to the main stage, food vendors and craft fair.

As a sponsor, your business or organization will be promoted through a variety of event marketing materials, including the Heritage Fest website ([www.wdundeheritagefest.org](http://www.wdundeheritagefest.org)) and social media page ([www.facebook.com/WDundeeHeritageFest](https://www.facebook.com/WDundeeHeritageFest)), flyers, 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 Thursday, August 5, 2021**. Sponsorships will still be accepted after this date, however some of the stated benefits may no longer be available.

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

It is through the support of our sponsors that this outstanding annual community event is able to continue each year. Thank you for your consideration of a Heritage Fest sponsorship.

Sincerely,

A handwritten signature in black ink that reads "Chris Nelson". The signature is written in a cursive, flowing style.

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 5, 2021.

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 near the Main Stage all 3 days.
- Announcement of your sponsorship to attendees prior to the headlining bands on Friday &/or Saturday evening.
- Company logo & web link featured on [wdundeeheritagefest.org](http://wdundeeheritagefest.org).
- All benefits afforded to Silver Sponsors.

## 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 both days.
- Company name on Car Show trophies.
- Company logo & web link featured on [wdundeeheritagefest.org](http://wdundeeheritagefest.org).
- All benefits afforded to Silver Sponsors.

## SILVER SPONSOR BENEFITS **\$500**

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

## STERLING SPONSOR BENEFITS **\$250**

- Company name on printed promotional materials including flyers and volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company name & web link featured on [wdundeeheritagefest.org](http://wdundeeheritagefest.org).

## BRONZE SPONSOR BENEFITS **\$100**

- *IF SPACE ALLOWS* - Company name on flyers, volunteer t-shirts or the sponsor banner on the Main Stage.
- Company name & web link featured on [wdundeeheritagefest.org](http://wdundeeheritagefest.org).



# SPONSORSHIP APPLICATION

**YES, COUNT US IN!** *We want to be a part of Heritage Fest on September 17, 18 & 19, 2021.*

**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 ONLY:**

*Please email a high resolution or vector file of your logo to [villagehall@wdundee.org](mailto: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 5, 2021.****

For further information, please contact us at 847-551-3800 or [villagehall@wdundee.org](mailto:villagehall@wdundee.org).

**PLEASE RETURN TO:**

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

