

Dear Business Owner,

The Yorkville Parks and Recreation Department is excited to offer you a great marketing opportunity during the Hometown Days Festival scheduled for September 1 through September 3. The 2017 Hometown Days Festival is a family oriented event that provides entertainment the entire family can enjoy! We are excited to bring back again this year the past favorites such as the Pride and Joy Car Show, the Baby Contest, carnival, and live musical performances by 7th Heaven, Mike and Joe, and the ever popular Hi-Infidelity. This year we have partnered with Senior Services Associates to offer you even more exposure during the Senior Services Celebrate Seniors with Big Band and BBQ which will be held Thursday, August 31st on the Festival Grounds.

We would like to invite you to be a part of this long standing Yorkville Festival and become a sponsor! A full explanation of these opportunities is enclosed for your review. Your sponsorship helps bring a sense of hometown pride to the community as we celebrate the end of summer. Your sponsorship also brings you exposure to the thousands of people through marketing materials and to over 20,000 patrons who attend Hometown Days Festival! If you have any questions please feel free to contact Shay at 630-553-4357 or by email at [sremus@yorkville.il.us](mailto:sremus@yorkville.il.us).

Sincerely,  
The 25th Annual Hometown Days Committee

# **25TH ANNUAL HOMETOWN DAYS FESTIVAL**

**Friday, Sept. 1– Sunday, Sept. 3, 2017**

**Beecher Community Park  
(908 Game Farm Rd, Yorkville)**

**Yorkville Parks and Recreation**

201 W Hydraulic Ave Yorkville, IL 60560



# HOMETOWN DAYS FESTIVAL

Sponsor Level	Amount	Naming Rights	Free Drink Tickets	Free Entrance Tickets to Festival	Logo On Beer Table	Online Exposure	Name on Onsite Signage	Name on T-shirt
Beer Tent	\$2,000	Beer Tent	5	10	Yes	Yes	Yes	Yes
Wristbands	\$1,200		3	5	Yes	Yes	Yes	Yes
Family Area	\$1,000	Family Area	2	5		Yes	Yes	Yes
Diamond	\$750		2	2		Yes	Yes	Yes
Car Show	\$600	Car Show	2	2		Yes	Yes	Yes
Gold	\$550		1	2		Yes	Yes	Yes
Beer Table	\$275		1	1	Yes	Yes	Yes	Yes
Media	In-Kind					Yes	Yes	Yes

## EXPLANATION OF BENEFITS

**Free Entrance Tickets:** All sponsors will be issued free entrance tickets to use for free entrance to the festival.

**Free Drink Tickets:** Allows for 1 free drink per ticket at the beer tent. Tickets are worth \$5 and must be used in full. Any residual amount can be paid in cash.

**Naming Rights:** Sponsors with naming rights will have their business name on a sign placed prominently within the area on a large banner and will be highlighted in all promotional materials pertaining to the event/area.

**Name on Wristbands:** Business name printed on wristbands worn by patrons over 21 for purchasing alcohol. Sponsors are welcome to use this as a promotional opportunity. (Example: Bring in this wristband for \$2 off your next order)

**Logo on Table:** Beer table sponsors will have their business logo printed on a decal which will be placed on beer serving tables.

**Name on Onsite Signage:** Diamond, Gold and Media sponsors names will be placed on a sign at the festival \ entrance. Top Dog sponsors will have their business' name on a large banner near the diving pool. Puppy Platform sponsors will have their name placed on a medium sized banner near side of the diving pool. Doggie Diver sponsors will have their name on a sign which will be placed around the Ultimate Air Dogs Event. Car Show Sponsors will have their name on a banner in the car show area.

**Online Exposure:** Sponsor names, logos and a link to sponsor websites will be featured on the 2017 Yorkville Hometown Days page on the City of Yorkville Website. This page was the 3rd most visited during the months of June through August of 2016.

**Celebrate Seniors with Big Band & BBQ:** For an extra \$50 sponsors will receive additional exposure at the Senior Services event via onsite signage. If you would like to become a Senior Services Sponsor please circle "Yes" on the sponsorship form.

**ULTIMATE AIR DOGS**  
WHEN DOGS FLY!

Sponsor Level	Amount	Included in Media Materials	Free Booth	Free Entrance Tickets	Signage	Online Exposure	Name on T-Shirt
Top Dog	\$1,000	Yes	Yes	5	Large Banner Near Pool	Yes	Yes
Puppy Platform	\$500		Yes	2	Medium Banner Near Pool	Yes	Yes
Doggie Diver	\$150			1	Signage in Event Area	Yes	Yes

## 25th Annual Hometown Days Sponsorship Form

Please Return the Following Form to:

Yorkville Parks and Recreation  
201 W Hydraulic Ave  
Yorkville, IL 60560

Phone: 630.553.4357 Fax: 630.553.4360

Business Name \_\_\_\_\_

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

Contact Email \_\_\_\_\_

Business Address \_\_\_\_\_

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

Business Phone (\_\_\_\_) \_\_\_\_\_

Sponsorship Type \_\_\_\_\_

Would you like to gain additional exposure and support the Celebrate Seniors with Big Band & BBQ event for an additional \$50 (includes a sign)?

Yes No

Amount Enclosed \$ \_\_\_\_\_

Payment Method:

Check# \_\_\_\_\_

Credit Card: Please call 630-553-4357 to make a credit card payment via Visa, Mastercard, or Discover

Make Checks Payable To:  
Yorkville Parks Recreation Department (YPRD)

For more information contact Shay  
Phone: 630-553-4357 or Email: sremus@yorkville.il.us

