

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 - September 4, 2022**. The 2022 Hometown Days Festival is a family-friendly event that provides fun and entertainment the entire family can enjoy! We are excited to bring back again this year the past favorites such as the **Ultimate Air Dogs Competition, Music & Mingle, the Pride and Joy Car Show, Craft Beer Tasting, Carnival,** and an incredible line-up of live musical performances throughout the entire festival including **Rhett Walker, American English, Fool House, The Little Mermen, Boy Band Review and Hi-Infidelity**. We also have added several new attractions and entertainment that will keep children and adults having fun all weekend long!

Join us for the **largest festival of the year** and become a sponsor of this long-standing Yorkville Tradition! Enclosed is a quick view of each sponsorship level with the full explanation of benefits available by scanning the QR Code. Your sponsorship helps bring a sense of **hometown pride** to the community as we celebrate the end of summer while bringing your organization exposure to the thousands of people leading up to and during the festival! Hometown Days is heavily marketed within Yorkville and the surrounding areas and brings over **20,000 people** to the festival grounds throughout the four-day festival with various sponsorship levels giving your organization the opportunity to fit your marketing budget and needs.

If you have any questions or would like to discuss an opportunity that you do not see specifically listed, please feel free to contact **Shay Remus** at **630-553-4357** or by email at **sremus@yorkville.il.us**.

Sincerely,
The 29th Annual Hometown Days Committee

CONTACT US

ADDRESS

201 W Hydraulic Ave
Yorkville, IL 60560

PHONE

630.553.4357

WEBSITE

www.yorkville.il.us

SOCIAL MEDIA

@YorkvilleParksandRec

For more information contact the
Superintendent of Recreation,
Shay Remus,
at sremus@yorkville.il.us



29TH ANNUAL HOMETOWN DAYS FESTIVAL

SAVE THE DATE!

Thursday,
September 1st -
Sunday, September
4th

Beecher Community Park
(908 Game Farm Rd,
Yorkville)

SPONSORSHIP INFORMATION

SPONSORSHIP LEVEL HIGHLIGHTS

SCAN THE QR CODE FOR A FULL EXPLANATION OF BENEFITS!

MAIN SPONSOR

\$3,500

• Exclusive Sponsorship

- Large banner at Main Stage.
- Main Tent/Dining Area named after business.
- Logo included in all promotional materials.

BEER TENT SPONSOR

\$2,000

• Exclusive Sponsorship

- Beer Tent named after business
- Logo placed prominently throughout Beer Tent
- Logo printed on all alcohol wristbands

FAMILY AREA SPONSOR

\$1,000

• Exclusive Sponsorship

- Family Area named after business
- Logo placed within Family Activities Area and throughout the festival.

DIAMOND SPONSOR

\$750

- Logo placed on large banner at Festival Front Entrance and signage throughout festival.
- Logo placed on tables within the Beer Tent.

CAR SHOW SPONSOR

\$600

• Exclusive Sponsorship

- Pride & Joy Car Show will be named after business.
- Logo included on signage and dash plates.

GOLD SPONSOR

\$500

- Logo placed on large banner at Festival Front Entrance.
- Name included in several promotional materials

MUSIC & MINGLE SPONSOR

\$350

- Logo placed on large banner at character of choice and included on promotional materials.
- Included on various festival signage.

BEER TABLE SPONSOR

\$275

- Logo included on tables throughout Beer Tent.
- Name included on large banner within the festival.

TOP DOG SPONSOR

\$250

- Logo included on large banner near Ultimate Air Dogs.
- Included on Facebook Posts highlighting Ultimate Air Dogs and various promotional materials.

MEDIA SPONSOR

IN-KIND

- Name included on large banner within the Festival
- Opportunity to have booth during the Festival.

SUPPORT SENIOR SERVICES

\$50

- Name included on banner near Food Tent during Big Band & BBQ Event.



SCAN THE QR CODE FOR A FULL EXPLANATION OF BENEFITS!

29th 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 630-553-4361 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 Remus
Phone: 630-553-4357 or
Email: sremus@yorkville.il.us

Explanation of Benefits

MAIN SPONSOR

PAYMENT: \$3,500

- **Exclusive Sponsorship**
- Sponsor banner (provided by sponsor) placed above the Main Stage and displayed at Ultimate Air Dogs dock throughout the weekend.
- Main Tent/Dining Area named after business with signage placed on tent.
- Highlighted on the Yorkville Parks and Recreation Facebook Page with a "Hometown Spotlight" recognizing your organization, services and contributions to the community.
- Logo included in all promotional materials including:
 - Facebook Images/Posts/Events
 - Newspaper & Online Paid Advertisements in both Kendall County Record and Beacon
 - All Event Fliers and Schedules
 - Various Signage throughout Event
- Logo placed within Beer Tent.
- Opportunity to have booth and/or volunteer within Beer Tent during Festival.
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 10 complimentary Drink Tickets to be redeemed at the Beer Tent throughout Festival.
- 10 Entrance Fee Tickets waiving entrance fee to the festival.
- Name included on Pride & Joy Car Show T-Shirt.

FAMILY AREA SPONSOR

PAYMENT: \$1,000

- **Exclusive Sponsorship**
- Family Area named after business with large and prominent signage placed within festival.
- Included on large banner near Ultimate Air Dogs Competition.
- Highlighted on the Yorkville Parks and Recreation Facebook Page with a "Hometown Spotlight" recognizing your organization, services and contributions to the community.
- Logo included in several promotional materials including:
 - Facebook Images/Posts/Events highlighting Children/Family Activities
 - Various Signage throughout Event
 - Business Name included within Kendall County Record Insert
- Logo placed and Family Activities Area highlighted on the Music & Mingle Map given to thousands of families who attend the event during the festival.
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 5 Entrance Fee Tickets waiving entrance fee to the festival.
- 2 complimentary Drink Tickets to be redeemed at the Beer Tent throughout Festival.
- Name included on Pride & Joy Car Show T-Shirt.

BEER TENT SPONSOR

PAYMENT: \$2,000

- **Exclusive Sponsorship**
- Beer Tent named after business with large and prominent signage placed on tent.
- Highlighted on the Yorkville Parks and Recreation Facebook Page with a "Hometown Spotlight" recognizing your organization, services and contributions to the community.
- Logo included in majority of promotional materials including:
 - Facebook Images/Posts/Events
 - Kendall County Record Insert
 - Various Signage throughout Event
- Logo placed prominently throughout Beer Tent and all associated signage.
- Opportunity to have specialty drink named after your business and served throughout festival.
- Logo printed on all alcohol wristbands worn by patrons 21+ for purchasing alcohol.
- Opportunity to have booth and/or volunteer within Beer Tent during Festival.
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 10 complimentary Drink Tickets to be redeemed at the Beer Tent throughout Festival.
- 5 Entrance Fee Tickets waiving entrance fee to the festival.
- Name included on Pride & Joy Car Show T-Shirt.

DIAMOND SPONSOR

PAYMENT: \$750

- Logo placed on large banner at Festival Front Entrance.
- Included on large banner near Ultimate Air Dogs Competition.
- Logo placed on Tables within the Beer Tent.
- Name included in several promotional materials including:
 - Facebook Posts advertising Festival
 - Kendall County Record Insert
 - Various Signage throughout Event
- Highlighted on the Yorkville Parks and Recreation Facebook Page with a "Hometown Spotlight" recognizing your organization, services and contributions to the community.
- Opportunity to have booth during Festival.
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 3 Entrance Fee Tickets waiving entrance fee to the Festival.
- 2 complimentary Drink Tickets to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

Explanation of Benefits

CAR SHOW SPONSOR

PAYMENT: \$600

- **Exclusive Sponsorship**
- Pride & Joy Car Show will be named after business.
- Logo placed on large banner at Car Show.
- Logo included on Dash Plates given to all Car Show participants.
- Logo and/or Business Name included on all promotional materials highlighting the Pride & Joy Car Show including:
 - Facebook Images/Posts/Events
 - Newspaper & Online Paid Advertisements in both Kendall County Record and Beacon
 - All Event Fliers and Schedules
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 2 Entrance Fee Tickets waiving entrance fee to the festival.
- 2 complimentary Drink Tickets to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

MUSIC & MINGLE SPONSOR

PAYMENT: \$350

Music & Mingle has become one of the largest attended events within the Hometown Days Festival each year. This event is held on Saturday, September 3rd from Noon-3pm and has a variety of movie characters available for families to meet while also having a Disney Cover Band performing on stage!

- Logo placed on large banner at character of choice (first come, first serve) during the event.
- Included on large banner near Front Entrance throughout entire festival.
- Logo and Business name highlighted on Music & Mingle Map given to all participating families.
- Logo and/or Business Name included in several promotional materials including:
 - Facebook Posts advertising Music & Mingle
 - Kendall County Record Insert
 - Various Signage throughout Event
- Opportunity to have booth during Music & Mingle near sponsored character.
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 2 Entrance Fee Tickets waiving entrance fee to the festival.
- 2 complimentary Drink Tickets to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

MEDIA SPONSOR

PAYMENT: IN-KIND

- Name included on large banner within the Festival.
- Opportunity to have booth during the Festival.
- Name included in promotional materials including:
 - Kendall County Record Insert
 - Various Signage throughout Event
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- Name included on Pride & Joy Car Show T-Shirt.

GOLD SPONSOR

PAYMENT: \$500

- Logo placed on large banner at Festival Front Entrance.
- Name included in several promotional materials including:
 - Facebook Posts advertising Festival
 - Kendall County Record Insert
 - Various Signage throughout Event
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- Opportunity to have booth during the Festival.
- 2 Entrance Fee Tickets waiving entrance fee to the festival.
- 2 complimentary Drink Tickets to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

BEER TABLE SPONSOR

PAYMENT: \$275

- Logo placed on large banner within the Festival.
- Logo included on tables throughout Beer Tent.
- Name included in promotional materials including:
 - Kendall County Record Insert
 - Various Signage throughout Event
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 2 Entrance Fee Tickets waiving entrance fee to the festival.
- 2 complimentary Drink Tickets to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

TOP DOG SPONSOR

PAYMENT: \$250

- Logo placed on large banner near Ultimate Air Dogs.
- Name included on large banner within the Festival.
- Name included in promotional materials including:
 - Kendall County Record Insert
 - Various Signage throughout Event
 - All Facebook Posts highlighting Ultimate Air Dogs
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- 1 Entrance Fee Ticket waiving entrance fee to the festival.
- 1 complimentary Drink Ticket to be redeemed at Beer Tent throughout festival.
- Name included on Pride & Joy Car Show T-Shirt.

SUPPORT SENIOR SERVICES

PAYMENT: \$50

- Name included on banner near Food Tent during Big Band & BBQ Event.
- Name included on large banner within the Festival.
- Name included in promotional materials including:
 - Kendall County Record Insert
 - Various Signage throughout Event
- Logo with clickthrough to website placed on festival website (Yorkville.il.us/HTD).
- Name included on Pride & Joy Car Show T-Shirt.