



**ALGONQUIN FOUNDERS' DAYS**  
Hotline 847-658-5340  
info@algonquinfundersdays.com  
www.algonquinfundersdays.com  
P.O. Box 101  
Algonquin, IL 60102

**Dates: Thursday, July – Sunday, July 2018**

**Location: SPELLA PARK**

**Estimated attendance: 30,000+**

### **2018 Sponsorship Opportunities**

#### **Friends \$350**

- Name on our Group Banner displayed at the entrances to the park during the entire festival
- Listed in all festival printed material
- Listed as a sponsor on our festival website
- Opportunity to provide Business Advertising (small giveaway, flyer, brochure, coupon, etc.) to be added to our Founders' Run Bags, quantity 300

#### **Bronze \$750**

- Friends Sponsor PLUS
- Booth at Founders' Expo (Friday) and/or Kids Korner (Sunday)
- 4 passes to Founders' Days

#### **Silver \$1,500**

- Bronze Sponsor PLUS
- 4 additional gate passes for the festival (8 total)
- One (1) Participant into our Founders' Run
- Business Logo on Founders' Run Shirts
- Opportunity to display one company provided banner in the park during entire festival (up to 6' horizontal)
- Quarter page ad in the Algonquin Founders' Day Festival Guide
- Your Business Logo on Founders' Day Website with hyperlink
- 3 Facebook Mentions from Founders' with call to action to "Like" your Facebook page

#### **Gold \$3,000**

- Silver Sponsor PLUS
- Recognition from main stage
- "Sponsored by" Naming Rights for specific events
- 4 additional gate passes for the festival (12 total)
- 2 VIP Area Passes with exclusive beer service access
- One additional participants in the Founders' Run (2 total)
- Logo on back of Volunteer *AND* Run T-shirts
- Half page ad in the Algonquin Founders' Day Festival Guide

- 5 Facebook Mentions from Founders' with call to action to "Like" your Facebook page

#### *Gold-continued*

- Sponsorship of Entertainment Tent's or Activities Tent (up to 3 sponsors per tent)

#### **Platinum Sponsor \$5,000**

- Gold Sponsor PLUS
- Two additional participants into the Founders' Run (4 total)
- Your Business Logo and with hyperlink on Founders' Day Website
- 8 additional gate passes for the festival (20 total)
- Prominent Logo position on back of volunteer and Run T-shirts
- Two additional VIP Area Passes with exclusive beer service access (4 total)
- Two company banners (up to 8' horizontal) displayed in the park during entire festival
- Sponsorship of the VIP Stage Area with perfect seating and line of sight
- Full page ad in the Algonquin Founders' Day Festival Guide
- Company Logo Inclusion in our 7 day countdown Facebook Posts listed as a Platinum Sponsor
- 7 Facebook Mentions from Founders' with call to action to "Like" your Facebook page
- Permanent List of Sponsors on Festival Facebook About section
- @Twitter mention from Founders' Twitter account
- Company Logo Addition to Snapchat GeoFilter

#### **Main Stage Sponsor \$10,000**

- Platinum Sponsor Plus
- Top and side stage banner placement
- Opportunity for business representative to introduce one band on stage (prescreened)
- 10 VIP Area Passes with exclusive beer service access
- Six additional participants into the Founders' Run (10 total)



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## **2018 Marketing Opportunities & Explanations**

A Founders' Days Festival partnership means more than marketing to a greatly attended event. You are connecting with a 58 year community tradition.

### **Festival Guide**

The Festival Guide is a booklet with the fest schedule, band bios, events and activities, articles, advertising and more. We mail the guide to everyone in the 60102 zip code, place additional copies at local sponsors and business. They are also available at the Information Booth on the festival grounds.

### **Pocket Schedules**

Just like the name implies, a small paper schedule of all the events that take place the entire weekend and it will fit in your pocket. All sponsors are listed.

### **Social Media**

**Website:** The #1 destination for all things Founders' Days. With over 10000 visits per day during the festival your logo, business and company info will receive the visibility on the home page of the Founders' Page

**Facebook:** Social media blitz and real time updates directly from the Founders' Days account with direct access to our thousands of followers with Facebook Live "shout outs" as well as interviews from company reps (if available).

**Twitter:** Direct access to Founders' Days has never been easier. With a daily growing account of thousands of followers, real time tweets to the masses to let them know what's happening or on the agenda for the day of the fests.

### **Founders' Expo (Formerly Market & Bazaar)**

On Friday's of the festival we welcome local businesses and organizations, crafters and vendors to set up an expo booth from 9am-3pm.

**Family Funday:** We devote a good portion of Sunday's to our local families. We have local businesses, Scout groups, churches set up a craft or game for families to partake in.

### **Additional Information:**

- Sponsors will have business logo/link/name placed on website after deposit of 50% is received

If you have additional questions, please let us know.



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**2018 SPONSORSHIP AGREEMENT**

(PLEASE PRINT THE FOLLOWING)

SPONSOR(NAME/COMPANY) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PERSON(S) \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ CELL NUMBER \_\_\_\_\_

WEBSITE \_\_\_\_\_

**SPONSORSHIP LEVEL – (CIRCLE ONE)**

FRIENDS

BRONZE

SILVER

GOLD

PLATINUM

**SPONSORING AMOUNT \$** \_\_\_\_\_

**SPECIAL AGREEMENT/NOTES:**

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\_\_\_\_\_  
\_\_\_\_\_

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THIS SIGNED LETTER SHALL ACT AS THE OFFICIAL AGREEMENT BETWEEN THE ALGONQUIN FOUNDERS' DAY BOARD OF DIRECTORS AND THE ABOVE-NAMED SPONSOR.

**SPONSOR REPRESENTATIVE (NAME)**

**FOUNDERS' REPRESENTATIVE (NAME)**

PRINT NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_