

# 2018 Festival Theme:

## "Founders' Goes Medieval"

The Algonquin Founders' Days Festival Committee

Proudly Invites You to Participate in the 58<sup>th</sup> Annual Founders' Days Parade to Commence at 11 A.M., Saturday, July 28, 2018!

Line up at 9 A.M.



**Entry Form Deadline: June 01, 2018**

**Non Profit Festival and Parade**

**Invitation Only Parade**

Name of Parade Participant:			
Address:		City:	
State:	Zip:	Contact:	Phone: ( ) -
Email:		Parade Day Contact:	Cell: ( ) -
Will your entry have music? <input type="checkbox"/> Yes <input type="checkbox"/> No		Are You A Non-Profit Organization <input type="checkbox"/> Yes <input type="checkbox"/> No	

Length of your entry in feet: \_\_\_\_\_ \* Please include the total length that your entry will take up in the parade staging area. Just as an example, Car = 20' plus float = 30' would equal 50'. If you show up on parade day with an entry longer than what you reported, we may ask you to go to the end of the parade so as not to inconvenience other entries. If you aren't sure now how long your entry will be, put a question mark but be sure to let us know by 07/01/18. We will assign you 20' if we do not hear otherwise. Once the parade starts you can spread out – so please list your minimum.

### Comments and Special Requests:

*°Please Check One Competing Category Below – Parade Committee has final say on categories °*

- |   |  |
|---|--|
| <input type="checkbox"/> Exceptional Civic or Municipal Participant       | <input type="checkbox"/> Exceptional Community Group                 |
| <input type="checkbox"/> Exceptional Algonquin Non For Profit Participant | <input type="checkbox"/> Exceptional Youth Organization Participant  |
| <input type="checkbox"/> Exceptional Non For Profit Participant           | <input type="checkbox"/> Exceptional Vehicle Participant             |
| <input type="checkbox"/> Exceptional Algonquin Business Participant       | <input type="checkbox"/> Exceptional Entertainer Participant         |
| <input type="checkbox"/> Exceptional Business Participant                 | <input type="checkbox"/> Exceptional Sports Organization Participant |

Check the category you would prefer but we may change it in order to balance out categories. All participants are also eligible to win the distinguished "Best of Theme, Best of Float, and Show Stopper" awards to be given to the three entries which best portray the true spirit of Founders' Days. ***Paid Participants are not eligible for awards.***

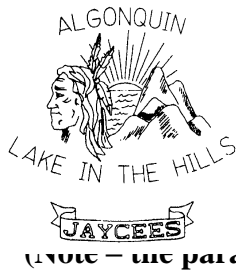
**For-Profit Businesses enclose a \$200 check for the parade entry fee. In fairness to other For-Profit parade participants, we will charge you \$250 if you show up on parade day without a purposefully built float and have not already paid your fee. Please consider this a donation to help pay for the parade expenses.**

When your entry passes by the dignitary stand the MC will introduce you and read a statement about your entry. Please send your statement via email to [alankirk@me.com](mailto:alankirk@me.com) by 07/01/18. Your statement is subject to approval and can be no longer than 50 words. Take this opportunity to promote your group or company. Don't forget your statement! By you and your group's voluntary participation in this parade you demonstrate your understanding and agreement that the Founders' Days Committee, the City of Algonquin, and all others associated with the parade cannot be responsible for any damage, theft, or injury associated with your participation in this festival parade and that you will follow the Rules governing this event. **PLEASE, NO WATER GUNS.**

**Copy this form for your records and mail, fax, or email it to:** [alankirk@me.com](mailto:alankirk@me.com)

Algonquin Founders' Day Parade, Alan & Aaron Kirk, Parade Co-Chairs, 619 N Harrison, Algonquin, IL 60102.

Fax: (847) 628-0710 - If you have any questions, please call Alan Kirk at (847) 815-4895. Thank You!



The  
Algonquin Founders' Days Committee  
Proudly Presents the  
Annual Algonquin Founders' Days Festival & Parade  
Saturday July 28<sup>th</sup> 2018

Theme: *Founders' Goes Medieval*

(~~2018~~ - the parade will turn on S Harrison & the fest is moving to Spella Park)



Dear Potential Parade Participant:

Here we are again and we are excited to celebrate our 58<sup>th</sup> year in style! July 28<sup>th</sup> is just around the corner and we are making plans to put on a very special parade and we are hoping to have some new and exciting entries. But we also hope to welcome back the regulars that are the heart of our community. ***The theme this year is "Founders' Goes Medieval."*** I bet that you will come up with some very innovative and entertaining floats. Line up is at 9:00 am and starts at the corner of Eastgate and Route 62 (Algonquin Road), kick off is at 11am and hopefully the last entry will near the end by 1:00pm. The parade route will run West along Route 62 from Eastgate - turning South on Harrison Street, NOT Main Street like usual due to construction. The parade will end at Washington Street. Please remember when arriving for line up your participants can enter the line up area from Longwood or Hubbard. This avoids traffic congestion at Eastgate and Route 62.

***Festival grounds will be off Randall at Spella Park 2610 Harnish Drive & Fireworks will stay on the River!***

When your entry passes before the dignitary stand our MC will read a statement about your group that you will email to us in advance. Take this opportunity to write something interesting about your group or market your company. Email your dialogue of **no more than 50 words** to [alankirk@me.com](mailto:alankirk@me.com) by July 1, 2018. Please do not waste time by using fancy fonts or paragraphs because I must adjust all dialogues to one blocked paragraph at 12 pt Roman font with no bolding, underlining or centering. **For-Profit Businesses enclose a \$200 check for the parade entry fee. In fairness to other For-Profit parade participants, we will charge you \$250 if you show up on parade day without a purposefully built float and have not already paid your fee. Please consider this a donation to help pay for the parade expenses.** Please mail a check payable to the Algonquin Founders' Days Committee, 619 N Harrison St, Algonquin, IL 60102 with your entry form or you can email your form back separately from the check. This fee helps to defray the cost of the parade and is also an incentive to build a float. Floats are more entertaining to parade watchers than a vehicle with your company name on it. In order to keep the parade under two hours long we can only accept so many applications, so please get yours in early.

**Your parade packet, line up number, map, and other info will be emailed and mailed one week before the parade. Paid participants please note that you are not confirmed until you hear back from me.**

On parade day we must keep the parade moving so here are some rules. Routines/Displays in front of the dignitary stand will last no longer than 30 seconds. **This Is Mandatory!** Never stop the parade to do a routine. Do them when the parade is already stopped. Slow down and let the participant behind keep up. Plan in advance where you will turn when you reach Madison Street. If you are road worthy, and the police approve that you are, your entry can continue onto Route 31 South or the Bypass North. Plan in advance how you will exit the parade and where your transportation will meet you, etc. This year with your help we will have another safe and successful parade. Thank you in advance for your hard work in putting together your entry and for your participation in our historical town parade! One of the two longest running festivals in Illinois!

*Sincerely:*

Alan P. Kirk & Aaron Griffith Kirk  
Algonquin Founders' Days Parade Co-Chairs  
Phone: (847) 815-4895 Email: [alankirk@me.com](mailto:alankirk@me.com)

*Parade Awards will be in  
Spella Park 4:00  
Saturday afternoon!*

# Volunteers Needed !

**The Algonquin Founders' Days Festival Committee is looking for volunteers.**

If you are interested in helping out with the Fox Valley's longest continuous running festival, meeting new friends, having tons of fun, and being the envy of your neighbors..... call the Founders Hotline at [847-658-5340](tel:847-658-5340) and leave your name and number – or email the committee at [info@algonquinfundersdays.com](mailto:info@algonquinfundersdays.com).

Areas you can help out include.....

Parade!!!	Bake Off	Founders' Raffle	Cardboard Boat Regatta	Gates
Carnival	Children's Games	Founders Run	Founders' Expo	Social Garden
Clean Up	Information Booth	Security	Cat & Dog Show	AND MORE!

Get the whole family involved - you won't be sorry.  
Participating in community projects is fun and fulfilling!

## BECOME A SPONSOR !!!

Learn more about how you can support your community festival and get great advertising penetration by checking out the enclosed sponsorship opportunities then contact myself or the Founders' Committee.

**NOTE: Festival Grounds are at Spella Park on the West Side of Town.**

2610 Harnish Drive, Algonquin, IL 60102

Shuttles Available at area parking lots.

Check out Festival PRE-SALE Discounts, Raffle Ticket information and Fest details at [www.algonquinfundersdays.com](http://www.algonquinfundersdays.com) and LIKE our page on Facebook.



**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: TBD**

**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)



**ALGONQUIN FOUNDERS' DAYS**

**Hotline 847-658-5340**

info@algonquinfoundersdays.com

www.algonquinfoundersdays.com

P.O. Box 101

Algonquin, IL 60102

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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.