



ESTABLISHED
2006

Fall Fest



HUNTLEY'S HOMETOWN FESTIVAL



SPONSORSHIP OPPORTUNITIES

19th Annual Huntley Fall Fest

Sept 27-Sept 29th, 2024

Deicke Park

Presented by the Huntley Festival Foundation

Huntley Fall Fest

Address: 12172 S. Route 47 #148

Huntley, IL 60142

Phone: (847) 669-8935

Email: fall.fest@huntleyfallfest.com

Event Website: www.huntleyfallfest.com

Facebook page: Huntley Fall Fest



Maximize Your Marketing

A Fall Fest partnership means more than marketing at a highly trafficked regional event. It means contributing to an experience rooted in community. It partners you with a festival uniting the Huntley area in beautiful Deicke Park. It gives you a real moment to shake hands with future customers. Your brand's partnership supports the values of Fall Fest and its attendees.

Huntley Fall Fest is a three-day event hosted by the Huntley Festival Foundation designed for the whole family. Each year the Fall Fest has drawn thousands of people from our community and many surrounding areas. We pride ourselves on the variety of events scheduled throughout the weekend for people of all ages. Some of the entertainment and activities are the live stage musical bands and groups, carnival, magic shows, scarecrow building, scarecrow contest, craft show, petting zoo, pony rides, book sale, pancake breakfast, car show, and more! We are honored to have been named one of Illinois' Top Ten Fall Festivals by several organizations.

Multiple non-profit groups have benefitted from Huntley Fall Fest, including the Huntley Sun City Lions, Huntley Lions, Huntley Library Friends Foundation, Knights of Columbus, Huntley Community Radio, Odd fellows, Huntley H.S. Football, Huntley Park District and more. Come and be part of this community event!

Date: Friday, September 27 - Sunday, September 29

Location: Huntley Rec Center and Deicke Park

Estimated attendance: 30,000 plus Fall Fest Fans!

Each year the Huntley Fall Fest relies on the support it receives from local businesses that donate funds to help defer the costs of the festival. In past years, the Fest has made the ENTIRE Fest ADMISSION FREE!

What Can Huntley Fall Fest Do for Your Business?

Sponsors receive incredible visibility, both before and during the event. Sponsorship opportunities begin at the \$350.00 level, with benefits accruing as the level of sponsorship increases. Customized sponsorship packages range from \$2,000 to \$7500 which can include naming of a stage, wristbands, kids area, etc. Regardless of the sponsorship level you select, the sponsorship team will be pleased to work with you in creating an integrated sponsorship program designed to meet your unique marketing objectives. Our highly diverse audience makes us the ideal partner in reaching specific target markets. Among the benefits available to business sponsors include:

- Sampling opportunity and exposure among 30,000 plus people.
- Integration into www.huntleyfallfest.com website and printed pieces.
- Recognition via fest publications, advertising, media coverage, and our Facebook page.
- On-site signage and promotional literature can be handed out at the door.
- Additional signage available outside the carnival, main entrance, and main stage area.
- Signage near the main stage, kid's stage, kid's area, or other areas of the fest.

For more information, contact us at fall.fest@huntleyfallfest.com or (847) 669-8935



\$400 – Bronze (\$200 – Non-Profit)

- ◆ 10 x 10 location within the park (*Sat & Sun Only - fest does not include table or canopy*)
- ◆ Business name in fest brochure sponsor directory
- ◆ Business name on fest website
- ◆ Upgrade for electric: \$50 per outlet

\$700 - Silver

- ◆ 10 X 10 location within park (*Sat & Sun Only - fest does not include table or canopy*)
- ◆ Business banners may be placed inside or outside carnival perimeter – on snow fencing
- ◆ 1/3-page ad in fest brochure
- ◆ Business logo on fest website
- ◆ Upgrade to electric: \$25 per outlet
- ◆ 10% off larger ad in fest booklet
- ◆ \$15 in food coupons

\$1250 - Gold

- ◆ 10 x 10 location within park (*Sat & Sun Only - fest does not include table or canopy*)
- ◆ Business banners may be placed at entrances to fest, park and carnival.
- ◆ 1/2-page ad in fest brochure
- ◆ Business logo on fest website with hyperlink
- ◆ Upgrade to electric: FREE
- ◆ 15% off larger ad in fest brochure
- ◆ \$50 food coupons

\$2500 - Diamond

- ◆ 2 10 x 10 locations within park (*Sat & Sun Only - fest does not include table or canopy*)
- ◆ Business banners may be placed at entrances to fest, park and carnival.
- ◆ 2/3-page ad in fest brochure
- ◆ Business logo on fest website (larger size) with hyperlink
- ◆ Upgrade to electric: FREE
- ◆ 20% off larger ad in fest brochure
- ◆ \$50 in food coupons



\$5000 – Platinum

- ◆ 2 locations in park locations within park (*Sat & Sun Only - fest does not include table or canopy*)
- ◆ Business banners may be placed at entrances to fest, park and carnival.
- ◆ Full page ad in fest brochure
- ◆ Business logo on fest website (larger size) with hyperlink
- ◆ Upgrade to electric: FREE
- ◆ Ability to place item of value at the fest entrances
- ◆ \$100 in food coupons

\$7500 – Presenting -SOLD-

- ◆ Receives top tier logo presence at the Huntley Fall Fest in all collateral materials, advertising and public relations campaigns, and on-site.
- ◆ On every printed document and on the internet, your company logo will appear as “Huntley Fall Fest presented by ABC Company”
- ◆ 2 locations in park (*one location on main stage pad, Fest provides one 10 x 10 canopy*)
- ◆ Business banners may be placed at entrances to fest, throughout park and carnival.
- ◆ 2 pages in fest booklet plus inside cover
- ◆ Business logo on fest website (see above) with hyperlink
- ◆ Business logo on printed posters
- ◆ Upgrade to electric: FREE
- ◆ \$250 in food coupons

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Fest brochures:

- ◆ Distributed to guests throughout the fest (Sat & Sun only)
- ◆ Will contain information about the fest and our sponsors

*** If your business is just interested in placing an ad in the brochure**

Full page ad: \$750 1/2-page ad: \$500 1/3-page ad: \$350



Additional Information:

- ◆ Sponsors will have business logo or name placed on website after deposit
- ◆ Location in Deicke Park will be given out on a first come basis based on sponsorship level
- ◆ The committee will make every attempt to space out sponsors in the same field, but makes no guarantees
- ◆ **Only one paid sponsor / exhibitor per booth**, and must maintain a reasonable 10x10 spot. Sponsors are not allowed to solicit (or do giveaways) outside their booth unless permission given by Fall Fest.

Sponsor Booth	<u>Friday, Sept. 27</u>	<u>Saturday, Sept. 28</u>	<u>Sunday, Sept. 29</u>
Hours in Deicke Park:	No Sponsors in Park	10am - 5pm	11am - 5pm

SPONSORSHIP DEADLINE FOR PRINT MATERIALS IS SEPTEMBER 8, 2023





SPONSORSHIP AGREEMENT

Sponsor: Returning _____ New _____

Sponsor Name (1 exhibitor per booth) _____

Contact Name(s): _____

Address: _____ City: _____

State: _____ Zip: _____ Phone Numbers: _____

Fax: _____ Email address: _____

Type of business: _____

Sponsoring amount: _____ (make checks payable to Huntley Festival Foundation or Huntley Fall Fest)

This letter shall act as the official agreement between the Huntley Festival Foundation and the above named sponsor. All fest publicity shall include your sponsor name and indication of sponsorship level.

Payment due: Deposit of \$: _____ due upon completion of this signed agreement.

Balance of \$: _____ due no later than _____ September 7th

I, as a representative of the Huntley Festival Foundation, agree to the terms of this agreement as written.

Printed name: _____ Signature: _____

I, the listed sponsor as mentioned above, agree to the terms of this agreement as written.

Waiver: I/we hereby request to enter the Huntley Fall Fest at my/our own risk and will conform to the rules and regulations of the event. I/we further agree that if any changes be occasioned, or loss or damage occurs from articles or persons that may enter, that I/we make no claim against the Huntley Fall Fest, Huntley Festival Foundation, and the Huntley Park District, its employees, organizers, sponsors, or any other persons associated with the Huntley Festival Foundation and/or Huntley Park District, for any personal injury or property damage arising, occasion by or caused by any employee, representative or entry of mine. Furthermore, we shall assume responsibility for the damages sustained to the equipment, grounds, furniture, and facilities resulting from the use of such and/or occupancy of said premises. The Huntley Festival Foundation reserves the right to accept or decline any booth application. We will accept applications until September 7th. After September 7th, we will not refund any application fees. RAIN: There will be no rain date. This is a rain or shine event and there will be no refunds for weather. COVID: We will follow all guidelines set forth by local officials. Any cancellation from COVID will refund any monies given to the Foundation, or as a credit for 2025.

Printed name: _____ Signature: _____

Date of agreement: _____

**Huntley Fall Fest
Attention: Sponsorship
12172 S. RT 47, Box 148
Huntley, IL 60142**

**Phone: (847) 669-8935
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