



Dear Heritage Fest Supporter:

On behalf of the Village of West Dundee, we would like to invite you to join us in support of Heritage Fest, our annual 3-day community festival, now in its 19th year! This year, Heritage Fest will take place on **September 16th, 17th and 18th, 2016** with activities in both downtown East and West Dundee.

The Village of West Dundee strongly believes that quality local events and traditions such as Heritage Fest are hugely important to the area-wide community. It maintains our sense of place, community pride and involvement.

Heritage Fest offers professional live entertainment, spectacular fireworks, delicious food, original arts & crafts, business expo, classic car show, Dundee-Crown homecoming parade, antique fair, baggo tournament, community breakfast, activities for kids and much more, with new activities added each year.

One reason Heritage Fest is so popular is that it is **free to attend**. Area residents are looking for cost effective entertainment opportunities close to home. For you, our sponsors, this means a large turnout of people anxious to support their community, and an excellent opportunity to **advertise your services and show your community support**. Heritage Fest not only attracts local residents; Visitors come from far and wide to this well-known and popular annual event.

With expenses increasing every year, Heritage Fest must have financial support from the business community in order to continue and grow.

Heritage Fest sponsors provide the backbone of funding for the event. Festival beverage sales provide for additional funds to cover expenses, and any excess funds that may be generated are allocated back to future community events.

We will heavily promote your participation as a sponsor through all of the tools available to us, based on your level of sponsorship, i.e. e-mail, press releases, the Heritage Fest website, flyers, posters, radio and television announcements as available, and your name on our volunteer t-shirts.

Please consider joining us this year. **We need your support to continue this outstanding annual event for the Dundee community**. Thank you for your consideration of a Heritage Fest sponsorship.

Sincerely,

A handwritten signature in black ink that reads "Chris Nelson". The signature is written in a cursive, flowing style.

Christopher Nelson
Village President

HERITAGE FEST SPONSORSHIP

Frequently Asked Questions

Where does the money go?

The money is used to pay for entertainment, staging, advertising, waste management, security, prizes, trophies, satellite parking shuttle, electricity, fireworks, t-shirts, beer, wine and soft drinks, beer tickets, wristbands and many other expenses that go into facilitating the variety of activities that take place over the three-day festival.

Every donation helps, whether you are a platinum, gold, silver or bronze contributor. Your contribution is helping secure a tradition in the community and continues to demonstrate the community spirit of the Dundees.

Is there a deadline?

The deadline to enjoy ALL of the benefits of sponsorship is July 1, 2016.

Sponsorships are still welcome after this date, but some of the stated benefits may not be available. In particular, opportunities for booth space at the upper levels of sponsorship become less available after this date.

Please contact us should you have any questions.

What are the benefits of sponsorship?

Sponsors receive the benefit of advertisement of your community support to both residents of the Dundee area and those who come from far and wide to enjoy the event.

Specific benefits provided are detailed on the following page, for each sponsorship level.

How many people attend Heritage Fest?

While an official count is not taken, estimated attendance is around 10,000 visitors over the course of the weekend.

How do I become a sponsor?

Simply fill out the enclosed form and send it along with your check to:

**West Dundee Heritage Fest
102 S. Second Street
West Dundee, IL 60118**



SPONSORSHIP LEVELS

PLATINUM SPONSOR BENEFITS \$2000

- Acknowledgement in radio advertising.
- Complimentary 10x10' booth space for all 3 days.
- Announcement of your sponsorship to attendees prior to the main acts on both Friday & Saturday evening.
- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- Company logo on printed promotional materials including flyers, posters and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company logo & web link featured on wdundeeheritagefest.org.

GOLD SPONSOR BENEFITS \$1000

- Complimentary 10x10' booth space for all 3 days.
- Announcement of your sponsorship to attendees prior to the main acts on both Friday & Saturday evening.
- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- Company logo on printed promotional materials including flyers, posters and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage. *(Car Show Sponsors are featured on a banner along Main St at the entry to the car show on Saturday & Sunday.)*
- Company logo & web link featured on wdundeeheritagefest.org.

SILVER SPONSOR BENEFITS \$500

- Company name on printed promotional materials including flyers, posters, and 200+ volunteer t-shirts.
- Acknowledgement of your sponsorship on the event information kiosk at Spring Hill Mall.
- Company name on the sponsor banner on the Main Stage.
- Company name & web link featured on wdundeeheritagefest.org.

STERLING SPONSOR BENEFITS \$250

- Company name on printed promotional materials including flyers, posters, and 200+ volunteer t-shirts.
- Company name on the sponsor banner on the Main Stage.
- Company name & web link featured on wdundeeheritagefest.org.

BRONZE SPONSOR BENEFITS \$100

- *IF SPACE ALLOWS* - Company name on printed promotional materials, possibly including flyers, posters, volunteer t-shirts or the sponsor banner on the Main Stage.
- Company name & web link featured on wdundeeheritagefest.org.



SPONSORSHIP APPLICATION

YES, COUNT US IN! We want to be a part of Heritage Fest on September 16, 17 & 18, 2016.

We want to be a:

- | | |
|---|--|
| ____ PLATINUM Level Sponsor (\$2000) * | ____ SILVER Level Sponsor (\$500) |
| ____ GOLD Level Sponsor (\$1000) * | ____ STERLING Level Sponsor (\$250) |
| FULL CAR SHOW Sponsor (\$1000)* | ____ BRONZE Level Sponsor (\$100) |

Enclosed is a check for \$_____ made out to the Village of West Dundee.

Please Print:

Name/Business/Organization (as you would like it to appear in all publicity):

Contact Person _____ Phone _____

Address _____ City _____ State _____ Zip _____

E-mail Address _____

Website Address _____

*** PLATINUM, GOLD & CAR SHOW SPONSORS ONLY:**

Please email a high resolution or vector file of your logo to villagehall@wdundee.org.

Booth: ____ Please reserve a 10x10' business or not-for-profit booth space for my use.

I will need access to electricity in my booth.

____ I do not require a booth space.

TO GUARANTEE AVAILABILITY OF ALL SPONSOR BENEFITS, DONATIONS SHOULD BE RECEIVED BY July 1, 2016.

For further information, please call 847-551-3800 or villagehall@wdundee.org.

PLEASE RETURN TO:

West Dundee Heritage Fest
102 South Second Street
West Dundee, IL 60118

