



# Sponsorship Opportunities

June 6-9, 2024

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## Fireworks Sponsor - \$13,000

- Sponsor recognition as the Firework Sponsor in all advertising.
- Business name included in the radio spot schedule.
- Business logo included in any print advertising.
- Sponsor recognition in the Old Canal Days brochure (est. 10,000)
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Full page ad on the June monthly water bill insert (10,000 circ.).
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 25 complimentary drink tickets for each night's entertainment schedule and to view the Firework display.
- Complimentary parade entry.
- 12 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent)
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- Full Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

## Festival Sponsor - \$10,000

- Sponsor recognition as the Festival Sponsor in all advertising.
- Business name included in the radio spot schedule.
- Business logo included in any print advertising.
- Sponsor recognition in the Old Canal Days brochure (est. 10,000)
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Full page ad on the June monthly water bill insert (10,000 circ.).
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 25 complimentary drink tickets for each night's entertainment schedule and to view the Firework display.
- Complimentary parade entry.
- 12 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent)
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- Full Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

## Main Stage Sponsor - \$6,000

- Give opening/welcoming comments on Main Stage on Friday night after parade.
- On-stage recognition throughout all 3 days of the event (Friday/Saturday/Sunday)
- Banner / flags on Main Stage throughout event
- Sponsor recognition in the Old Canal Days brochure (est. 20,000)

- Post Event Sponsor Thank You recognition inclusion in Full Page Print ad in Joliet Herald News.
- ½ -page ad on the June monthly water bill insert (10,000 circ.).
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 15 complimentary drink tickets for each night's entertainment schedule.
- Complimentary parade entry.
- 6 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent)
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ½ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Entertainment Sponsor (headliner) - \$4,000 (Three Available)**

- On-stage recognition throughout the evening of headlining band sponsored night.
- Opportunity to introduce band to the crowd on sponsored night.
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Digital billboard recognition.
- 15 complimentary drink tickets for sponsored night entertainment schedule.
- Complimentary parade entry.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ½ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Decorative Lighting Sponsor - \$3,000 (Three Available)**

- Signage throughout the decorative event / patio area
- Business name / logo recognition in our Instagram worthy photo op (ask for details)
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Complimentary parade entry.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ½ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Historic District Trolley Tour Sponsor - \$3,000**

- Signage on and/or in the trolley
- Company recognition by the tour guides throughout the tours
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Complimentary parade entry.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).

- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ½ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Sole T-shirt Sponsor - \$2,500**

- Business logo prominently placed on the back of *EVERY* Old Canal Days volunteer t-shirt
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ¼ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Beer Tent Sponsor - \$2,000**

- Banner / Signage inside Beer Tent
- Signage placed on Beer Ticket Booth
- Sponsor recognition in news releases.
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- 10 complimentary drink tickets for each night's entertainment schedule.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ¼ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

### **Family Entertainment Sponsor - \$1,500**

- Banner / Signage near family entertainment section
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Sponsor recognition in news releases.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- 2 complimentary weekend VIP mega-passes to carnival.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ¼ Page Ad in 50<sup>th</sup> Anniversary Special Print Newspaper Direct Mailed to all Households in 60441 Zip Code

### **Carnival Sponsor - \$1,500**

- Name and logo printed on sponsor banner located in Carnival area.
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- 10 complimentary weekend VIP Mega-passes to carnival
- Sponsor recognition in news releases.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- ¼ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

## **Parking Sponsor - \$1,000**

- Banner / Signage at parking entrance
- Post Event Full Page Print ad in inclusion Joliet Herald News thanking sponsors.
- Opportunity to distribute business information at gate or to place on car windshields
- Sponsor recognition in news releases.
- 2 complimentary weekend VIP Mega-passes to carnival
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- ¼ Page Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code

## **Parade Sponsor - \$500**

- Name and logo printed on lead entry banner of the parade.
- Complimentary parade entry
- Name mentioned as parade sponsor during parade TV taping to be aired on LCTV.
- Name and logo printed on sponsor banner leading the parade.
- Sponsor recognition in news releases.
- Post Event Full Page Print ad inclusion in Joliet Herald News thanking sponsors.
- Logo on the Old Canal Days website with a link to your business website.
- Business name / logo included in Social Media promotion / posts.
- Sponsor booth space within Old Canal Days area. (sponsor to provide table / tent).
- Sponsor decal / sign for your business indicating you as a sponsor of Old Canal Days
- Invitation to post event Sponsor Appreciation Party
- Business Card Ad in Special Print Newspaper Direct Mailed to Households in 60441 Zip Code