



Sponsorship Opportunities for Geneva Festivals

Community events are very popular and Geneva, Illinois has four to choose from! **Our four distinct festivals offer seasonal opportunities to reach your target market.** Festival demographics show attendees from the Geneva, Tri-Cities, Chicagoland areas and throughout the Midwest.

Why be a Sponsor?

Geneva festivals provide the opportunity to develop an effective marketing campaign. Your business will receive extensive visibility through:

- Prime locations for Mobile Display Units
- On-site signage
- On-site booth space
- Tasting & sampling opportunities
- Ad space opportunities in official Festival brochure/program
- Exclusive sponsorship of targeted events including family, children & seniors
- Recognition in official Festival brochures distributed throughout the Chicagoland area
- Opportunities to entertain and provide hospitality to clients, guests and employees
- Additional exposure through newspapers and the Internet
- Recognition on our website, www.visitgenevail.com
- Affluent market in their prime child-raising and spending years (Source: CLUE Group, ESRI)

Where: The heart of the Midwest in historic Geneva, Illinois
40 miles west of downtown Chicago

Festivals: Swedish Days Midsommar Festival (200,000) – 6 days in June
Geneva Arts Fair (25,000) – 2 days in July
Festival of the Vine (75,000) – 3 days in September
Geneva Christmas Walk & House Tour (22,000) – 2 days in December

Sponsorship Opportunities: Title, Presenting and Co-sponsorships available.
Customized festival packages also available.

For more information contact: Judy Carroll, Director, Festival & Event Sponsorships
Geneva Chamber of Commerce
630-232-6060 ~ jcarroll@genevachamber.com
www.GenevaChamber.com

The Geneva Festival Experience Sponsorship Options

Volunteer Sponsor (exclusive sponsorship)

\$15,000

Ongoing- 4 festivals



Throughout the festival season, the Chamber secures over 500 volunteers to assist with the execution of the four festivals: Swedish Days, Geneva Art Fair, Festival of the Vine, and Christmas Walk. With this sponsorship, the sponsor receives their logo on the backs of all volunteer t-shirts for the entire festival season creating walking billboards. As the volunteer sponsor, you are included in not one, but all four promotional campaigns for each of the festivals.



Festival Fans (exclusive sponsorship)

\$10,000

Ongoing - 2 festivals (Swedish Days and Geneva Arts Fair)

These fans are a crowd favorite during our warm-weathered festivals. Your logo is put on festival fans that help to cool off our guests. They are given out free at our festivals.

Print Sponsor (exclusive sponsorship)

\$10,000

Ongoing – 4 festivals

Each festival has its own program and promotional pieces. In addition to being included in the media blitz for each festival, the print sponsor would be listed prominently as a sponsor on each of the festival programs and promotional pieces printed annually as well as a full page ad for the Swedish Days program. This sponsorship also includes an ad in the Christmas House Tour Idea Book.

Geneva Festival ATM Sponsor

\$1,000 - \$4,000

Ongoing – 1 - 4 festivals

Your ATM location will be listed in the festival program and festival volunteers will direct attendees to your branch for all ATM needs. Your remote ATM will be given a prominent location within the festival(s) including sponsor signage and inclusion in the festival pr for each festival.

Mobile Display Units

Prime space for your sponsor Mobile Display Unit – ideal for hands-on activities, tastings and sampling.





36th Annual Festival of the Vine

- What:** A celebration of the bounty and beauty of autumn with food, wine & music in historic downtown Geneva nestled along the scenic Fox River.
- Where:** Historic Geneva, Illinois
In the heart of the Midwest - 40 miles west of downtown Chicago
- When:** Three days, September 7 - 9, 2018
• Friday and Saturday 10:00 a.m.-9:00 p.m.
• Sunday 11:00 a.m.-5:00 p.m.
- Attendance:** 75,000
- Events/Attractions:**
- Flavor Fare Event: Sample specialties of Geneva's fine restaurants
 - Central Entertainment Stage Featuring Live Music
 - Dining Tent
 - Tasting events and seminars
 - Floral Market
 - Fair Games- Games for children of all ages
 - Arts & Craft Show
 - Complimentary scenic trolley rides
 - Complimentary horse-drawn antique carriage rides
 - Sponsor booths
 - Tasting & sampling opportunities
- Sponsorship Opportunities:** Title, Presenting and Co-Sponsorships available
Customized festival packages available.
- Media/Publications:** 68,000 official program newspaper tabs
Newspapers (including the Chicago Tribune)
20,000 event schedules
Radio
Website – www.GenevaChamber.com
- Contact:** Judy Carroll, Director, Festival and Event Sponsorships
Geneva Chamber of Commerce
630-232-6060
jcarroll@genevachamber.com
- Status:** Not for profit 501(c) 6



Festival of the Vine Sponsorship Opportunities

Presenting Sponsor of the Festival of the Vine **\$30,000**

As the presenting sponsor of the Festival of the Vine, anything which mentions the festival will be listed as “**Festival of the Vine presented by Sponsor Name**”. Sponsorship includes signage throughout the festival, color ad in festival program, ad in the official event Chicago Tribune newspaper tab section (cir. 100,000 households), banner ad on the festival website, sponsor name on festival street banners throughout town, onsite booth during the festival.

Children’s Fair Games **\$1,500**

Centrally located in downtown Geneva, this is a popular gathering place for kids and families. This sponsorship would allow a presence at the sponsored area for an onsite publicity opportunity as well as signage.

Carriage Rides **\$2,000**

Sponsor of complimentary carriage rides for the duration of the festival. One of the best opportunities for on-site visibility, sponsor’s name attachment will become a roving billboard. Sponsorship includes signage at pick-up and drop-off locations as well as the carriage.



Trolley Rides **\$1,500**

Co-sponsor of complimentary trolley rides for the duration of the festival. The Trolley offers an outstanding opportunity for on-site visibility, sponsor’s name attachment will become a roving billboard. Sponsorship includes signage at pick-up location as well as the vehicle.

Dining Tent **\$3,000**



The Dining Tent is located between the food tent where crowds sample specialties of Geneva’s fine restaurants and the Central Stage. The Dining Tent sponsor(s) has signage on all tables as well as inclusion in festival pr. Includes onsite opportunity.

Entertainment Stage **\$2,000**

Co-sponsor for the festival main stage entertainment. The sponsorship includes ability to have stage signage and a presence of the sponsor for one night at the sponsored area for an onsite publicity opportunity. The acts for the Entertainment Stage are TBD. \$5,000 to be exclusive sponsor.

Concerts on the Lawn **\$1,000**

This popular afternoon event entertains the crowds in a beautiful concert like setting in the shade of the old Courthouse. Sponsorship includes name attachment and signage at the event. Onsite opportunity.



Booth **\$1,500**

A booth sponsorship located you in the center of the festival, where for three days you can distribute product and promote your business. Each 10’ x 10’ booth consists of a canopied tent, skirted table, 2 chairs and a listing in the program.

Signage at the festival **\$500 - \$3,000**

Sponsor signage on the fencing that surrounds the food & dining area visible to 75,000 attendees.