



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.





Geneva Christmas Walk & House Tour

- What:** Nestled along the Fox River, Geneva welcomes the holiday season with the arrival of Santa Lucia and St. Nicholas. Visitors enjoy the opportunity to stroll and shop through the historic downtown area; enjoy chestnuts roasting on an open fire, and join carolers as they sing songs of the season. Children are invited to join Santa in his Gingerbread House and tell him their latest gift wishes. The House Tour offers hand-picked homes seasonally decorated and welcomes visitors to enjoy a walk through a decorator's dream of the holidays.
- Where:** Geneva, Illinois, 40 miles west of downtown Chicago
- When:** Two days, December 1 – 2, 2017
- Friday 11:00 a.m.-9:30 p.m.
 - Saturday 11:00 a.m.-3:00 p.m.
- Attendance:** 20,000 plus
- Events/Attractions:**
- Christmas House Tour Presenters
 - The Santa House
 - Carolers and complimentary roasted chestnuts
 - Santa Claus arrival with Swedish Santa Lucia
 - Seasonal tree lighting on the courthouse lawn
 - Complimentary antique horse-drawn carriage rides
- Sponsorship Opportunities:** Title, Presenting and Co-Sponsorships available
Customized festival packages also available.
- Media/Publication:** 100,000 official program newspaper tabs & Event Guides/Tour Tickets
Newspapers (including the Chicago Tribune)
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



Christmas Walk and House Tour Sponsorships

Presenting Sponsor of the Geneva Christmas Walk & House Tour **\$25,000**

As the presenting sponsor of Christmas Walk & House Tour, anything which mentions the festival will be listed as **“Geneva Christmas Walk & House Tour presented by Sponsor Name”**. Sponsorship includes signage throughout the events, color ad in festival program, ad in the official event Chicago Tribune newspaper tab section (cir. 100,000 households), banner ad on the festival page of website, sponsor name on festival street banners throughout town.

Great Tree Lights (exclusive) **\$3,000**

This would be the exclusive sponsorship to the Great Tree Lighting display. Includes signage before and after the event and name attachment to the festival.



Idea Gift Book Sponsor **\$1,000**

The Idea Book is given complimentary to all those who buy a Christmas House Tour ticket. The booklet is designed as a keepsake and filled with holiday decorating ideas as well as recipes for the season. As an Idea Book sponsor, you would be listed in the book and have the option to place an ad.

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 can include signage at pick-up and drop-off locations as well as the carriage.

Holiday House Tour Presenter **\$1,000 / \$5,000**



This gives co-sponsorship to one of the homes in the showcase. This includes the sponsor logo on signage outside the home.

Chestnut Sponsor **\$1,000**

The company would be listed as a chestnut sponsor and would have on-site signage where the chestnuts are being distributed.



Santa House **\$2,000**

This gives co-sponsorship of the Santa House for a week leading up to Christmas. This includes signage on the house for the week of sponsorship and sponsor giveaways.

