



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.





17th Annual Geneva Fine Art Fair

- What:** One of the most popular art fairs in the country, this juried event features over 145 artists with original works of art. Nominated as one of the "200 Best Shows on the Art Festival Circuit" from the art industry publication *Sunshine Artist Magazine* and the 2007 - 2016 West Suburban Living "Best of the West" for Art Show. Nestled in historic downtown Geneva, IL this popular destination has gained a renowned reputation for quality and individuality in special events.
- Where:** Downtown Geneva, Illinois 40 miles west of Chicago
- When:** Saturday & Sunday, July 28 & 29, 2018
10:00 a.m.-5:00 p.m.
- Attendance:** 25,000 plus
- Exhibit/Attractions:**
- Ceramics, Sculpture, Glass, Drawing, Furniture
 - Paintings (water color, acrylic, oil)
 - Jewelry & Photography
 - Awards of Excellence
 - Children's Art Area
 - Patron Program & Exclusive Event
- Sponsorship Opportunities:** Title, Presenting and Co-Sponsorships available
Customized festival packages also available
- Media/Publications:** 63,000 official program newspaper tabs
Newspapers (including the Chicago Tribune)
2,000 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



Geneva Arts Fair Sponsorships

Presenting Sponsor of the Geneva Arts Fair **\$30,000**

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

Billboard Signage **\$2,000 - \$4,000**

Huge 9’ x 9’ signage within the Geneva Arts Fair! We will provide a tent that can be covered in signage – one side or all four sides. This life-size signage is an excellent opportunity to showcase your business to the 25,000 GAF attendees.



Block seating/signage **\$1,000/\$3,000**

Add your message & logo to this fun block seating (approx. 21” cube) scattered throughout the Geneva Arts Fair.



Children’s Hands on Art **\$2,000**

This area is a hands-on experience for kids and families to enjoy. They will have the opportunity to test different types of art mediums.



Geneva Arts Fair Rest Area(s) **\$1,000/\$5,000**

Sponsor signage at the inviting seats in the (umbrella) shade – includes name attachment to the arts fair.

Award Presenters **\$1,000/\$5,000**

Sponsor would have their name on one of the “Awards of Excellence” awarded to an artist in one of the pre-determined categories.

Geneva Arts Fair Patron Program **\$1,000/\$3,000**

Patrons of the Geneva Arts Fair are invited to attend an exclusive event that includes food & wine within the art fair. Sponsorship includes signage at the event and coins that can be used towards purchases at the arts fair. Perfect client hospitality event.

Art Cart **\$3,000**

Sponsor would be co-sponsor of complimentary Art Cart for the duration of the festival. Sponsorship includes signage on the cart creating a moving billboard

