



## 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](http://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](mailto:jcarroll@genevachamber.com)  
[www.GenevaChamber.com](http://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.





## Swedish Days - A Midsommar Festival

### Major Event with Community Roots

Six sensational days of music, food, entertainment and fun. Mess up your face at the ice cream-eating contest, create masterpieces at creation station, or touch the sky in the Ferris wheel. Add to your “must do” list—Kids’ Day, the renowned Grand Parade and shopping the sales in our historic district. Voted **Best Festival** in the *West Suburban Living* “Best of the West” readers’ poll and **Top 100 Festivals** by the American Bus Association.

**Events are already being scheduled – make plans now to be part of the Granddaddy of Illinois Festivals.**

**What:** 69<sup>th</sup> Annual Swedish Days Festival

**When:** Six days, June 19 – 24, 2018

**Attendance:** **200,000 plus with no admission**

**Attraction/Events:**

- Central Stage in downtown Geneva (5 acts, 20,000 attend)
- Grand Parade (45,000 attend)
- Kids’ Day (5,000 attend)
- Largest student music competition in IL (5,000 attend)
- 3 on 3 Basketball Tournament
- VIP Tents
- Sponsor Booths
- Concerts on the Lawn
- Tasting & sampling opportunities

**Where:** Historic Geneva, Illinois  
In the heart of the Midwest - 40 miles west of downtown Chicago

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

**Media/Publications:** 60,000 official program newspaper tabs  
Newspapers (including the Chicago Tribune)  
Festival Programs, Radio & Website – [www.GenevaChamber.com](http://www.GenevaChamber.com)

**Contact:** Judy Carroll, Director, Festival and Event Sponsorships  
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## 69<sup>th</sup> Annual Swedish Days Festival Sponsorships

The Granddaddy of Illinois Festivals, the Swedish Days Festival offers six days of family fun including Central Stage Entertainment, Creation Station, a Carnival, Kids' Day, and the renowned Parade.

The festival attracts visitors from the Tri-Cities, Chicagoland area and beyond including Wisconsin, Indiana and Michigan. The typical festival attendee is affluent and in their prime child-raising and spending years. (Source: CLUE Group, ESRI)

### **Title Sponsor of the Swedish Days Festival** **\$75,000**

Title sponsorship includes your business name as part of the festival title, "**The Sponsor Name Swedish Days Festival**" throughout all festival promotions including radio, newspaper & magazine advertising. Sponsorship includes signage throughout the festival, logo on front cover of festival program (Q= 40K), full page (color) ad in festival program, full page ad in festival newspaper tab section (cir. 100K), banner ad on multiple pages of website, sponsor name on festival street banners throughout town (exclusive), prime location for onsite booth during the festival, VIP tent passes.

### **Presenting Sponsor of the Swedish Days Festival** **\$50,000**

As the presenting sponsor of the festival, anything which mentions the festival will be listed as "**Swedish Days Festival presented by Sponsor Name**". Sponsorship includes signage throughout the festival, color ad in festival program, half page ad in festival newspaper tab section (cir. 100,000 households), banner ad on festival page of website, sponsor name on festival street banners throughout town, onsite booth during the festival, VIP tent passes.

### **Presenting Sponsor for Parade (exclusive sponsorship)** **\$15,000** **Parade, Sunday**

As the presenting sponsor of the parade, anything which mentions the parade must be listed as "**Swedish Days Parade presented by Sponsor**" in all press releases, additional print advertising and parade programs. This sponsorship would include signage on every element of the parade as well as additional advertising opportunities throughout the festival. Sponsor would have the opportunity to have a booth at the festival for the full six days.

### **Presenting Sponsor for the Central Stage Entertainment** **\$10,000** **Tuesday- Saturday**

As the presenting sponsor of this year's Central Stage Entertainment, sponsor will have their name and logo prominently displayed at the top of the stage for the length of the festival. The stage is located on Third Street which averages over 9K cars per day. Additionally all festival promotion that mentions the Central Stage will be listed as "Swedish Days Central Stage Entertainment presented by Sponsor Name". This sponsorship would include a full page ad in the festival program (Q= 40,000). Sponsor would have the opportunity to have a booth at the event.

### **Presenting Sponsor for the Swedish Days Festival 5K** **\$5,000** **Saturday**

As the presenting sponsor of the inaugural Swedish Days Festival 5K the sponsor will have name & logo attachment including race shirts and PR. Swag bags, water sponsor, breakfast sponsor, course signage and more!

### **Co-Sponsorships for the Swedish Days Craft Brew Tent** **\$1,000 - 4,000** **Tuesday - Saturday**

This new event offers name attachment as well as onsite booth opportunities.

### **Central Entertainment Stage** **\$1,500/night** **Tuesday – Saturday**

As a cosponsor of the central stage, you receive one night as the stage sponsor. Each night a different genre of music is performed to appeal to all audiences. In addition to signage sponsor would have the opportunity to have a booth near the stage.



**Concerts on the Lawn Series** **\$3,000**

**Tuesday - Saturday**

Beginning the first day of the festival and continuing through Saturday, this popular afternoon event entertains lunchtime crowds from 1:00-3:00 p.m. in a beautiful café like setting in the heart of the festival. Sponsorship signage includes decal with sponsor name/logo affixed to each café table. Onsite booth option.

**On-Site Booth** **\$2,500**

A booth sponsorship locates you in the center of the festival, where for six 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 festival program.

**VIP Tent** **\$3,000**

This area is a tented area for sponsors, officials, and special guests of Swedish Days. Food, beverage, and prime view of the parade are provided. VIP Tent seating by invitation only.

**Granquist Memorial Music Competition** **\$1,000 - \$3,000**

Now the largest music contest in the State of Illinois, the Granquist Memorial Music Competition enjoys a reputation for excellence in judging and performance. Upwards of 1,200 school-aged musicians throughout the Midwest compete, attracting a concentrated audience of family, friends, teachers, and judges all of which get to see the sponsor's signage and support of the event. Sponsorship presence at the competition and a mailing to participants are also options.

**Kids' Day** **\$2,000**

**Friday**

A day just for kids! There are many different types of activities for kids of all ages. The day includes:

- o Kids' Parade
- o Games on the Lawn w/ the Geneva Park District
- o Hands on activities



**Creation Station** **\$2,000**

Daily hands-on art projects that attract kids and whole families. On-site sponsor opportunities.

**3 x 3 Basketball** **\$2,000**

This annual event is run by the park district for Swedish Days. Each participant receives a t-shirt with the sponsor name attached. On-site sponsor opportunities.

**Co-Sponsorships for the Swedish Days Festival 5K** **\$1,000 - 4,000**

**Saturday**

This new event offers name attachment as well as onsite booth opportunities. Each participant receives a t-shirt and a bib.

**Geneva Settler's Coffee Hour** **\$2,000**

**Thursday**

Reach the senior market at the Geneva Settler's coffee hour. A breakfast held at Geneva Golf Club for all those residents who have lived in Geneva for 15 years or more. The event includes a complimentary breakfast and awards to those settlers that have lived in Geneva the longest.

**Parade Unit (each parade unit is an exclusive sponsorship)**

**Sunday**

Sponsoring a parade unit gives the sponsor an opportunity to have their banner presented in front of their unit which passes through a crowd of 45,000+.



**Sweden Väst** **\$2,000**

**Saturday - Sunday**



Keeping the Swedish in Swedish Days this event features games, crafts and food that showcase Geneva's Swedish heritage. Sponsorship includes signage, name attachment to the festival, an ad in the festival program and an onsite booth opportunity.