



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
- Activation assistance
- Opportunities to entertain and provide hospitality to clients, guests and employees
- Additional exposure through newspapers and the web
- 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
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