



# Sponsorships

February 6, 2019

To whom it may concern:

My name is Katie Casey and I am a Recreation Supervisor at the New Lenox Community Park District. I am reaching out to you regarding a sponsorship opportunity with the Proud American Days 2019 festival. This event, now in its 35<sup>th</sup> year, is a popular, four-day event in July that is attended by more than 30,000 people from the New Lenox area.

This well-known event features popular live entertainment on the band stage, a carnival, food, craft show and Military & First Responders Tribute, as well as many other family-oriented events and activities. Proud American Days would not be possible without the help from local businesses. By becoming a sponsor, your company will be supporting the local community and your dedication will be recognized by its' residents and many festival visitors.

I have included our Proud American Days 2019 proposal with this letter. I will contact you within the coming weeks to request an opportunity to further discuss the many benefits of partnering with us for the summer festival.

In the meantime, if your organization would like to participate in the Proud American Days 2019 festival, please feel free to reach out to me. Thank you for your time and consideration!

Sincerely,

Katie Casey  
Recreation Supervisor



# Sponsorships

## LIVE BAND SPONSOR ★ \$3,000

- Exclusive Band VIP Status: includes 10 complimentary admissions and private seating for one evening
- Company logo displayed on sponsorship banner over stage throughout 4-Day Festival
- Nightly announcements during Main Stage Entertainment
- Company name/logo included in all submissions, print and radio advertisements
- Company logo in the Proud American Days Festival flyer mailed to approximately 30,000 households in New Lenox, Frankfort and Mokena
- Company logo with link to company website on Official Proud American Days and New Lenox Community Park District websites
- Social media recognition through New Lenox Community Park District channels
- Company logo featured in Summer 2019 Program Guide distributed to over 15,000 area households (Commitment deadline is March 24, 2019 due to printing timeline.) OR company exposure in Fall 2019 Program Guide.

## PROUD AMERICAN SPONSOR ★ \$2,000

- Nightly announcements during Main Stage Entertainment.
- Company logo on sign displayed in Entertainment Tent throughout 4-Day Festival
- Company name/logo included in all submissions and print
- Company logo in the Proud American Days' Festival Flyer mailed to approximately 30,000 households in New Lenox, Frankfort and Mokena
- Company logo with link to company website on Official Proud American Days and New Lenox Community Park District websites
- Social media recognition through New Lenox Community Park District channels
- Company logo featured in Summer 2019 Program Guide distributed to over 15,000 area households (Commitment deadline to receive logo in Program Guide is March 27, 2019 due to printing timeline) OR company exposure in Fall 2019 Program Guide.



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## **PATRIOTIC SPONSOR ★ \$1,000**

- Company name on sign displayed in Entertainment Tent throughout 4-Day festival
- Company name included in all submissions and print
- Company name in the Proud American Days' Festival Flyer mailed to approximately 15,000 households
- Company name with link to company website on Official Proud American Days and New Lenox Community Park District websites
- Social media recognition through New Lenox Community Park District channels
- Company logo featured in Summer 2019 Program Guide distributed to over 15,000 area households (Commitment deadline to receive logo in Program Guide is March 27, 2019 due to printing timeline) OR company exposure in Fall 2019 Program Guide.

## **OLD GLORY SPONSOR ★ \$500**

- Company name on sponsorship sign displayed in Entertainment Tent throughout 4-Day Festival
- Company name included in all submissions and print
- Company name in the Proud American Days' Festival Flyer mailed to approximately 15,000 households
- Company name on Official Proud American Days website
- Social media recognition through New Lenox Community Park District channels



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## MILITARY & FIRST RESPONDER

### TRIBUTE SPONSOR ★ \$250

- Company name in the Proud American Days' Festival Flyer mailed to approximately 15,000 households
- Company name on Official Proud American Days website
- Company name on sponsorship sign displayed at Military Tribute
- Event access to distribute company information 1 hour before and 1 hour after Military Tribute
- Company name in official Military Tribute program

## IN-KIND DONATION

We kindly accept and recognize all in-kind donations of product, services, gift cards, etc. These items are needed for the assortment of activities and contests featured at the festival. Please note that for all in-kind donations (product or service) an In-Kind Donation Form with the donation value must be completed and submitted to our Business Services Department.



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## PROUD AMERICAN DAYS 2019 SPONSORSHIP

ORGANIZATION: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**PLEASE INDICATE SPONSORSHIP LEVEL BELOW:**

- LIVE BAND SPONSOR -- \$3,000
- PROUD AMERICAN SPONSOR -- \$2,000
- PATRIOTIC SPONSOR -- \$1,000
- OLD GLORY SPONSOR -- \$500
- MILITARY & FIRST RESPONDER TRIBUTE SPONSOR -- \$250
- IN-KIND DONATION

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Return your completed form and an EPS of your logo (if applicable) to:

Katie Casey

*Recreation Supervisor*

[kcasey@newlenoxparks.org](mailto:kcasey@newlenoxparks.org)

**Please Remit Payment To:**

New Lenox Community Park District

RE: Proud American Days Sponsorship

701 W. Haven Avenue

New Lenox, IL 60451