



# Sponsorships

February 1, 2020

Dear Community Partner,

My name is Becky Tilton 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 2020 Festival, July 23-July 26.

As home of the Proud Americans, we take pride in serving thousands of participants through our recreational sports and programs as well as a variety of special events. One in particular, hosted by the New Lenox Community Park District is the four day summer festival, Proud American Days. What began as a simple, two-man band under a tent playing music with a keg of beer has become one of the largest and best-attended festival in the Lincoln-Way area attracting more than 30,000 people. This well-known event features popular live entertainment on the band stage, a carnival, local food vendors, a 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 2020 proposal with this letter. I will contact you within the upcoming weeks to request an opportunity to further discuss the many benefits of partnering with us for the summer festival.

If your organization would like to participate in the Proud American Days 2020 festival, please feel free to contact me. Thank you for your time and consideration!

Sincerely,

*Becky Tilton*

Becky Tilton  
Recreation Supervisor  
New Lenox Community Park District



# Sponsorships

## LIVE BAND SPONSOR ★ \$3,000 (MAX 4)

- 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. Deadline to be in mailer is June 12.
- 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 the Summer 2020 Program Guide distributed to over 15,000 households (Commitment deadline is March 27, 2020 due to printing timeline.) OR company exposure in the Fall 2020 Program Guide.

## FOOD COURT SPONSOR ★ \$3,000 (MAX 4)

- Exclusive Band VIP Status: includes 10 complimentary admissions and private seating for one evening
- Company logo displayed on sponsorship banner in food court tent 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. Deadline to be in mailer is June 12.
- 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 the Summer 2020 Program Guide distributed to over 15,000 households (Commitment deadline is March 27, 2020 due to printing timeline.) OR company exposure in the Fall 2020 Program Guide.



# Sponsorships

## 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. Deadline to be in mailer is June 12.
- 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 the Summer 2020 Program Guide distributed to over 15,000 households (Commitment deadline is March 27, 2020 due to printing timeline.) OR company exposure in the Fall 2020 Program Guide.

## 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. Deadline to be in mailer is June 12.
- 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 the Summer 2020 Program Guide distributed to over 15,000 households (Commitment deadline is March 27, 2020 due to printing timeline.) OR company exposure in the Fall 2020 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. Deadline to be in mailer is June 12.
- Company name on Official Proud American Days website
- Social media recognition through New Lenox Community Park District channels



# Sponsorships

## MILITARY & FIRST RESPONDER TRIBUTE SPONSOR ★ \$250

- Company name in the Proud American Days' Festival Flyer mailed to approximately 15,000 households. Deadline to be in mailer is June 12.
- Company name on Official Proud American Days website
- Company name on sponsorship sign displayed at Military & First Responder Tribute
- Event access to distribute company information one hour before and one hour after Military & First Responder Tribute
- Company name in official Military & First Responder 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.



# Sponsorships

## PROUD AMERICAN DAYS 2020 SPONSORSHIP

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

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

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

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

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

**PLEASE INDICATE SPONSORSHIP LEVEL BELOW:**

- LIVE BAND SPONSOR - - \$3,000 (MAX 4)
- FOOD COURT SPONSOR - - \$3,000 (MAX 4)
- PROUD AMERICAN SPONSOR - - \$2,000
- PATRIOTIC SPONSOR - - \$1,000
- OLD GLORY SPONSOR - - \$500
- MILITARY & FIRST RESPONDER TRIBUTE SPONSOR - - \$250
- IN-KIND DONATION (list the product or service below including estimated value)

\_\_\_\_\_  
\_\_\_\_\_

**March 27** - Summer Program Guide 2020 deadline

**June 12** - Mailer deadline

By signing below, you and the organization you represent acknowledge and agree to this sponsorship payment.

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

Return an EPS of your logo (if applicable) to: Becky Tilton at [btilton@newlenoxparks.org](mailto:btilton@newlenoxparks.org)

Please mark payment type: <input type="checkbox"/> CASH <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMERICAN EXPRESS	Billing Address Zip Code: _____ Account Number: _____ Expiration Date: ____ / ____ Security Code: _____ Cardholder Name: _____ Billing Address: _____ <hr/> <div style="display: flex; justify-content: space-between;"> <span>Address</span> <span>City/State</span> </div> Amount of Charge: \$ _____ Authorized Signature: _____	<b>Check or Money Order</b> <b>Payable To:</b> New Lenox Community Park District Attn: Becky Tilton  <b>Mail To:</b> New Lenox Community Park District 701 W. Haven Ave. New Lenox, IL 60451  <b>Drop Off To:</b> 701 W. Haven Avenue New Lenox, IL 60451
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