



Let Loose On Lincoln BLOCK PARTY

2016 Sponsorship Opportunities!

Visible partnership in high energy summer festival
reaching over 5,000 North Shore residents!

Saturday, July 16th • 3 pm – 10:30 pm • Elm & Lincoln Avenues

Winnetka 60093



🎵 *Live music throughout the afternoon & night!*

Dance the night away to Chicago's best, **Chicago Catz!** 🎵 and more!

Food Stations

Craft Beers

Wine Garden

Presenting Sponsor:	\$ 5,000
Gold Sponsor:	\$ 2,500
Silver Sponsor:	\$ 1,000
Bronze Sponsor:	\$ 500
Patron Sponsor:	\$ 250

Sponsor recognition in
print and digital media,
posters, color ads,
banners and significant
presence at the festival.



Summer 2016

**All *Let Loose on Lincoln* Sponsorship opportunities include
brand and business exposure to families throughout the North Shore:**

\$5,000 Presenting Sponsor:

- Primary large logo placement framing both sides of the MAIN STAGE.
- Logos on poster exposure in: Winnetka, Northfield, Kenilworth, Wilmette and Glencoe.
- Branding in our print and digital ads: Pioneer Press publications, NS Weekend, Chicago Tribune (300,000 print impressions plus digital hits)
- Digital exposure through the MakeltBetter.net (MIB) events calendar and *Better Letter* (22,000 subscribers) LLOL news tweeted and shared through all MIB social media.
- Exposure through home page of Chamber website, weekly e-blasts, Chamber Newsletter and all social media outlets.
- Exposure through e-newsletter Village of Winnetka and Village of Northfield.
- Special acknowledgement of sponsorship at LLOL festival throughout the day.
- Premium, exclusive event area provided at LLOL to offer promotional advertising, information and/or products.
- Speaking opportunity on stage at LLOL festival..
- Feature article on Presenting Sponsor in Chamber Website.
- \$250 complimentary festival tickets.

\$2,500 Gold Sponsor:

- Introduction of sponsor from LLOL stage throughout the day.
- Premium event location available at LLOL.
- Secondary logo placement on LLOL Banner, framing on sides of MAIN STAGE, displayed during LLOL festival.
- Logo on posters distributed: Winnetka, Northfield, Kenilworth, Wilmette and Glencoe.
- Branding in print and digital ads in area Pioneer Press publications, NS Weekend, Chicago Tribune (300,000 print impressions plus digital hits)
- Digital exposure through the MakeltBetter.net (MIB) events calendar and *Better Letter* (22,000 subscribers) LLOL news tweeted and shared through all MIB social media.
- Exposure through home page of Chamber website, weekly e-blasts, Chamber Newsletter and all social media outlets.
- Exposure through e-newsletter Village of Winnetka and Village of Northfield.
- Included in ongoing introduction of lead sponsors throughout LLOL festival.
- \$150 complimentary festival tickets.

\$1,000 Silver Sponsor:

- Introduction of sponsor from LLOL stage.
- Small logo along the bottom of posters and print items (not included on stage banners).
- \$50 complimentary festival tickets.

\$500 Bronze Sponsor

- Listing of name on digital publicity and Chamber website.

\$250 Patron of Let Loose On Lincoln

- Name in digital thank you list on the Chamber website.