

FIESTA DAYS

Fiesta Days is McHenry County's premiere family-focused summer event, filled with good food, family fun, live music and entertainment. The 11 day event is consistently awarded the distinction as one of the "Best of the Fox" festivals by Northwest Herald readers. Going strong for over 70 years, Fiesta Days has become a highly anticipated event by both attendees and sponsors.

All Fiesta Days Sponsors receive:

- ***Recognition on Fiesta Days website page with link to sponsor website for 1 year***
- ***Creative signage on property***
- ***Advertising on Social Media reaching over 13,000***
- ***Promotion in our Guide to Fiesta Days distributed in the Northwest Herald and throughout town***
- ***Complimentary entry in Fiesta Days parade***



MUSIC FEST WEEKEND



MUSIC FEST WEEKEND

Become a sponsor of Music Fest Weekend, held the first weekend of Fiesta Days, which draws thousands of people who enjoy quality national and local bands. In addition to live music, there is a carnival, beer and food tents, Beach Bash, car show, bags tournament, and more!





Grand Festival Sponsor **\$15000 (EXCLUSIVE)**

THANK
YOU

- Sponsorship over all Fiesta Days
- Banner displayed center stage at Music Fest Weekend
- Banner at entrance to Petersen Park during Music Fest Weekend
- Logo on lamp post banners announcing Fiesta Days displayed in downtown McHenry for 2+weeks
- Banner displayed at Veterans Park during all Art and Street Fair activities
- Prominent recognition in the Guide to Fiesta Days
- 20 Music Fest national act general admission tickets
- Recognition in chamber President's Northwest Herald column
- Booth space available during Music Fest weekend, including 50' contiguous space to promote products
- Committee wears shirt featuring sponsor logo on front
- Titled sponsor in all advertising featuring logo
- Organization automatically included in the Chamber's President's Circle with yearlong visibility in all Chamber communications
- Logo and link on home page of McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship

Fireworks Sponsor

THANK
YOU

\$5000 - EXCLUSIVE

- Banners with logo displayed both stage front and at entrance to Petersen Park throughout Music Fest Weekend announcing Sunday fireworks
- Logo displayed on fireworks fundraising jugs at various businesses throughout town
- 10 Music Fest national act general admission tickets
- Logo prominently featured in the Guide to Fiesta Days
- Logo on T-shirts worn by committee
- Recognition in Chamber's Northwest Herald column
- Sponsor recognition in press releases and advertising
- Booth available

Video Screen Sponsor

\$5000 - EXCLUSIVE

- Banner with logo displayed at bottom of video screen used during Music Fest Weekend attended by thousands
- Complimentary ad time on video screen
- 10 Music Fest national act general admission tickets
- Logo prominently featured in the Guide to Fiesta Days
- Recognition in Chamber's Northwest Herald column
- Sponsor recognition in press releases and advertising
- Booth available



Music Fest Sponsor

\$3750 - (2 LEFT)

- Banner with logo displayed stage front at Music Fest Weekend attended by thousands
- 4 Music Fest national act tickets
- Logo on T-shirts worn by committee
- Sponsor recognition in press releases and advertising
- Booth space available at Music Fest Weekend
- Recognition in chamber President's Northwest Herald column

Entertainment Sponsor

\$2750 - (4 LEFT)

- Banner features logo displayed at Music Fest Weekend at Petersen Park attended by thousands
- 2 Music Fest national act tickets
- Sponsor recognition in press releases and advertising
- Recognition in chamber President's Northwest Herald column

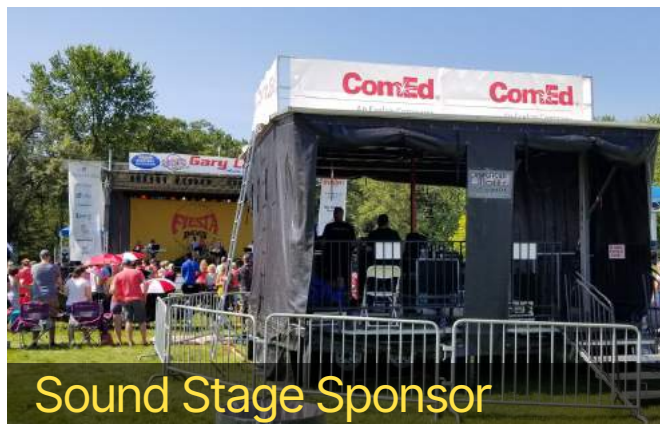




\$3750 - EXCLUSIVE

**THANK
YOU**

- Banner displayed at all Music Fest Weekend activities attended by thousands identifying your support for Beach Bash
- Prominent recognition in the Guide to Fiesta Days
- 10 Music Fest national act tickets
- Recognition in Chamber's NW Herald column
- Booth space available during Music Fest Weekend
- Committee wears shirt featuring logo
- Sponsor recognition in all press releases
- Right of first refusal for 2022 sponsorship



\$3000 - EXCLUSIVE

**THANK
YOU**

- Banners advertising your logo on three sides of Sound Stage
- Logo promoted in all advertising
- 2 tickets to National Act night
- Recognition in chamber President's Northwest Herald column



Car Show Sponsor

\$2000 - EXCLUSIVE

THANK
YOU

- Banner at entrance to car show
- Banner with logo at entrance to car show
- Logo on flyer sent to 5,000 potential car show participants
- 2 Music Fest National act tickets
- Logo featured in the Guide to Fiesta Days
- T-shirt with logo distributed to car show participants



Ticket Sponsor

\$2000 - EXCLUSIVE

THANK
YOU

- Recognition in the Guide to Fiesta Days
- 2 Music Fest national act tickets
- Advertising Space on Music Fest tickets
- Recognition in chamber President's Northwest Herald column



Beach Bash Gate Sponsor

\$2000 - EXCLUSIVE

**THANK
YOU**

- Logo featured in the Guide to Fiesta Days
- Table setup at entrance gate for handing out promotional items during beach bash
- Banner at gate with logo recognizing sponsor
- Recognition in Chamber President's Northwest Herald column



Designated Driver Sponsor

\$1500 - EXCLUSIVE

**THANK
YOU**

- Banners on Designated Driver Booth stating Designated Sponsor Booth Sponsored by company
- Opportunity to pass out sponsor information at booth
- Creative signage close to park entrance regarding designated driver booth



CASK AND BARREL NIGHT

Be a sponsor of Fiesta Day's second annual Cask and Barrel Night that attracts connoisseurs of fine spirits, brews and cigars. The event sold out in its inaugural year!



Cask and Barrel Presenting Sponsor

\$3500 - EXCLUSIVE

THANK
YOU

- Recognition as Presenting Sponsor on Welcome to Cask and Barrel banner at entrance gate
- Logo on banner in main tent
- Sponsor logo will appear on all Cask and Barrel advertising
- Logo will be on all tickets sold
- Booth space available during event
- Opportunity to hand out promotional items at your table
- 10 complimentary tickets to Cask and Barrel Night
- Sponsor recognition in all press releases about Cask and Barrel Night
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site
- Right of first refusal for 2022 sponsorship

Welcome Cocktail Sponsor

\$2000 - EXCLUSIVE

THANK
YOU

- Attendees first drink will be distributed at your prominently displayed welcome table as they enter the park
- Opportunity to hand out promotional items at your table
- Logo on banner announcing sponsorship
- Sponsor logo will appear on all Cask and Barrel advertising
- 2 complimentary tickets to Cask and Barrel Night
- Sponsor recognition in all press releases about Cask and Barrel Night
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site
- Right of first refusal for 2022 sponsorship





Cigar Lounge Sponsor

\$2000 - EXCLUSIVE

THANK
YOU

- Logo on banner announcing Cigar Lounge
- Prominent booth location during event
- Sponsor logo will appear on all Cask and Barrel advertising
- 2 complimentary tickets to Cask and Barrel Night
- Sponsor recognition in all press releases about Cask and Barrel Night.
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site



Hors D'Oeuvres Sponsor

\$2000 - EXCLUSIVE

THANK
YOU

In return for the provision of hors d'oeuvres and staff the sponsor will receive:

- Opportunity to set up a table for promotional materials at the event
- Logo on banner in the main tent
- Sponsor logo will appear on all Cask and Barrel advertising
- 2 complimentary tickets to Cask and Barrel Night.
- Sponsor recognition in all press releases about Cask and Barrel Night
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site



Flower & Decor Sponsor

\$1500 EXCLUSIVE

THANK
YOU

In return for providing the linens, floral arrangements and other touches to decorate the event, the sponsor will receive:

- Logo on banner in the main tent
- Sponsor logo will appear on all Cask and Barrel advertising
- 2 complimentary tickets to Cask and Barrel Night
- Sponsor recognition in all press releases about Cask and Barrel Night
- Logo and link on Cask and Barrel page on McHenryFiestaDays.com website



Lanyard Sponsor

\$1500 EXCLUSIVE

THANK
YOU

- Logo imprinted on lanyard given to all attendees of the event. Lanyard will be used for a punch card
- Logo on banner in main tent
- Sponsor logo will appear on all Cask and Barrel advertising
- 1 complimentary ticket to Cask and Barrel Night
- Sponsor recognition in all press releases about Cask and Barrel Night
- Logo and link on Cask and Barrel page on McHenryFiestaDays.com website



Tasting Notebook Sponsor

\$1500 EXCLUSIVE

THANK
YOU

- Logo on front of Tasting notebook given to all attendees of the event
- Logo on banner in main tent
- 1 complimentary ticket to Cask and Barrel Night
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site



Barrel Sponsor

\$750 FIRST YEAR, \$250 THEREAFTER

THANK
YOU

- Your company logo on a wine barrel displayed in a prominent location at the event. (The barrel is yours to keep after the event.)
- Option to display your original barrel each subsequent year at a reduced cost
- 1 complimentary ticket to Cask and Barrel Night



ART AND STREET FAIR

The Art and Street Fair encompasses multiple art events, including Arts and Crafts in the Park, artist demonstrations, the Student Art Show (displayed in downtown business windows), as well as the family friendly “Maker’s Zone” on Pearl Street.



Art and Street Fair Presenting Sponsor

\$2500 - EXCLUSIVE

THANK
YOU

- Creative signage at Veteran's Park recognizing sponsorship throughout all events
- Sponsor recognition in all press releases about Art and Street Fair
- Logo on a lamp post banner announcing Art and Street Fair Weekend displayed on parade route for 2+ weeks
- Prominent recognition in the Guide to Fiesta Days
- Recognition in chamber President's Northwest Herald column
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship





Arts and Crafts in the Park

\$2000 EXCLUSIVE

THANK
YOU

- Creative signage at all 4 entrances to Veteran's Park recognizing sponsorship during the event
- Banner with logo displayed at Veteran's Park during event
- Sponsor recognition in all press releases about Arts & Crafts in the Park
- Free Booth space at event
- Prominent recognition in the Guide to Fiesta Days
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship



Maker Zone Station

\$1000 (3 LEFT)

A family friendly DIY Activity Zone on Pearl Street encourages little makers to create their own pieces of art. Sponsorship of a station provides materials for a themed craft.

- Logo on Banner displayed at Exclusive Station in Maker Zone
- Opportunity to hand out promotional materials during Art and Street Fair
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website



Concert in the Park

\$1500 EXCLUSIVE

THANK
YOU

- Creative signage at all 4 entrances to Veteran's Park recognizing sponsorship during the event
- Banner with logo displayed at Veteran's Park during event
- Booth space at event
- Sponsor recognition in all press releases about Parade Marshal Ceremony/Concert in the Park
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship



Student Art Show

\$1500 EXCLUSIVE

THANK
YOU

The Student Art Show is a juried competition for 6th – 12th grade. Art will be displayed in downtown McHenry business windows.

- Sponsor recognition in all press releases about Student Art Show
- Logo on all advertising for Call to Artists and Applications
- Logo on display "plaque" next to each piece of artwork
- Logo and link on Cask and Barrel page on McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship



Hand Sanitizing Stations

\$1500

**THANK
YOU**

- Custom graphics featured on 2 of the freestanding sanitizer dispensers placed around the downtown festivities
- Booth space available at Art and Street Fair
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website
- Right of first refusal for Fiesta Days 2022



Walk of Fame

\$100 PER STICKER

- Custom vinyl sticker advertising your business placed on sidewalk around Art and Street Fair activities
- Business name on McHenryFiestaDays.com website

FIESTA DAYS PARADE

Our traditional Fiesta Days Parade will take place on Sunday afternoon. The procession will feature local businesses, bands, and other entertainment. Community members can choose to watch from the parade route from Main Street to Riverside.



Premier Parade Sponsor

\$6500 - EXCLUSIVE

THANK
YOU

- Banner displayed during all Art and Street Fair Weekend events attended by thousands identifying your Premier Parade support
- Logo on a lamp post banner announcing Art and Street Fair Weekend displayed on parade route for 2+weeks
- Logo prominently displayed on "candy bag" distributed to kids along parade route
- Banner in front of parade after protocol on parade day
- Booth space available at Art and Street Fair weekend
- Committee shirts feature sponsor logo
- Organization automatically included in the Chamber's President's Circle with yearlong visibility in all Chamber communications
- Sponsor recognition in all press releases about parade
- Prominent recognition in the Guide to Fiesta Days
- Logo and link on home page of McHenryFiestaDays.com website
- Right of first refusal for 2022 sponsorship

Parade Sponsor

\$1000 (4 LEFT)

- Logo on a lamp post banner announcing Art and Street Fair Weekend displayed on parade route for 2+weeks
- Logo featured in the Guide to Fiesta Days
- Logo on "candy bag" distributed to kids along parade route



**If you are interested in a sponsorship,
please contact**

Molly Ostap
McHenry Area Chamber of Commerce
molly@mchenrychamber.com
815-385-4300

