

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. Celebrating our 77th year, Fiesta Days has become a highly anticipated event by both attendees and sponsors.

All Fiesta Days Sponsors at \$1000 and above 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 567,000 people last year
- Promotion in our Guide to Fiesta Days distributed in the Northwest Herald and throughout town
- Complimentary entry in Fiesta Days parade





CASK &

BREWS

SPIRITS

CIGARS

BARREL
Night



CASK AND BARREL NIGHT

Be a sponsor of Fiesta Day's annual Cask and Barrel Night that attracts connoisseurs of fine spirits, brews and cigars. The event sells out each year!



Cask and Barrel Presenting Sponsor

\$3500 - EXCLUSIVE

- 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 2026 sponsorship

Welcome Cocktail Sponsor

\$2000 - EXCLUSIVE

- 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 2026 sponsorship





Cigar Lounge Sponsor

\$2000 - EXCLUSIVE

- 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 - ONE EXCLUSIVE RESTAURANT & ONE EXCLUSIVE BUSINESS

In return for either cash sponsorship or 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

\$2000 GIFT IN KIND - EXCLUSIVE

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

- 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
- 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



Mocktail Station Sponsor

**NEW THIS YEAR! \$1500 -
ONE EXCLUSIVE BAR & ONE EXCLUSIVE
BUSINESS**

- Logo on banner announcing Mocktail Station for Designated Drivers
- Logo on banner in main tent
- 2 complimentary tickets to Cask and Barrel Night
- Logo and link on Cask and Barrel page of McHenryFiestaDays.com site



Barrel Sponsor

\$1000 FIRST YEAR, \$500 THEREAFTER

- 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



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, fireworks, and more!





Grand Festival Sponsor

\$15000 - EXCLUSIVE

- 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
- Booth space available during Music Fest weekend, including 50' contiguous space to promote products
- Committee wears shirt featuring sponsor logo
- 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 2026 sponsorship

Fireworks Sponsor

\$5000 - EXCLUSIVE

- Banners with logo displayed both stage front and at entrance to Petersen Park throughout Music Fest Weekend announcing Sunday fireworks
- 10 Music Fest national act general admission tickets
- Logo prominently featured in the Guide to Fiesta Days
- Logo on T-shirts worn by committee
- Sponsor recognition in press releases and advertising
- Logo and link on Music Fest Weekend page of McHenryFiestaDays.com website
- Booth space available at Music Fest Weekend
- Right of first refusal for 2026 sponsorship

Music Fest Sponsor

\$3750 - 6 AVAILABLE

- 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
- Logo featured in the Guide to Fiesta Days
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Booth space available at Music Fest Weekend



Sound Stage Sponsor

\$3500 - EXCLUSIVE

- Banners advertising your logo on three sides of top of Sound Stage
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days
- 4 tickets to National Act night
- Right of first refusal for 2026 sponsorship

Entertainment Sponsor

\$2750 - 4 AVAILABLE

- Banner features logo displayed on back of sound stage at Music Fest Weekend at Petersen Park attended by thousands
- 2 Music Fest national act tickets
- Logo featured in the Guide to Fiesta Days
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website





Beach Bash Sponsor

\$3750 - EXCLUSIVE

- 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
- Booth space available during Music Fest Weekend
- Committee wears shirt featuring logo
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Right of first refusal for 2026 sponsorship



Beach Bash Gate Sponsor

\$2000 - EXCLUSIVE

- Table setup at entrance gate for handing out promotional items during beach bash
- Banner at gate with logo recognizing sponsor
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days



\$2000 - EXCLUSIVE

- Logo on banner leading into VIP Section
- Logo on vinyl sticker on each VIP table and all VIP Chairs
- 2 Music Fest national act tickets
- Logo featured in the Guide to Fiesta Days
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website



NEW THIS YEAR! \$2500 - EXCLUSIVE

- Banner with logo at the Big Tent during Music Fest Weekend
- Logo on all advertising for Special Festivities under the Big Tent (something special planned for both Friday and Saturday night)
- 2 Music Fest National act tickets
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days



Ticket Sponsor

\$2000 - EXCLUSIVE

- Advertising Space on Music Fest tickets
- Signage with Music Lineup near Ticket Booth indicating sponsorship
- 2 Music Fest national act tickets
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days



Koozie Sponsor

\$2500 - EXCLUSIVE

- Fiesta Days Koozies will be given to first 2000 attendees each night.
- Logo on Koozie
- 2 Music Fest national act tickets
- Logo featured in the Guide to Fiesta Days
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Right of first refusal for 2026 sponsorship



Water Station Sponsor

NEW THIS YEAR!

\$2000 - EXCLUSIVE

- Prominent Logo on Water Station Signage (at least 2 water stations will be available)
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days



On-Site Courtesy Shuttle Sponsor

\$2000 - EXCLUSIVE

Two 6 passenger shuttles/golf carts and drivers for attendees who need assistance crossing the park.

- Branded signage on each cart
- Signage at each shuttle stop with your logo
- 2 Music Fest national act tickets
- Logo and link to website on McHenryFiestaDays.com
- Logo featured in the Guide to Fiesta Days
- Right of first refusal for 2026 sponsorship



Special Friends Carnival Sponsor

NEW THIS YEAR! \$2000 - EXCLUSIVE

- Banner with logo at Special Friends Carnival Registration Tent
- Logo on all advertising for Special Friends Carnival
- Opportunity to set up a booth at Special Friends Carnival
- 2 Music Fest National act tickets
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days
- Right of first refusal for 2026 sponsorship



Yard Games Sponsor

\$2000 - EXCLUSIVE

Free yard games will be available to play during Music Fest Weekend events for attendees who are more interested in socializing than listening to the band.

- Logo on banners at entrance to free Yard Games Tent during Music Fest
- Option to set up booth at event near games tent
- 2 Music Fest national act tickets
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days
- Right of first refusal for 2026 sponsorship



Grand Prix Sponsor

\$2500 - EXCLUSIVE

Music Fest attendees will be able to race cars around the 24'L banked oval speedway. Each participant races using a full size steering wheel and shift column and their results are fed into an electronic scoreboard.

- Banner at entrance to speedway under checkered tent
- Banner above scoreboard inside giant tent
- Option to set up booth at event near tent
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days
- Right of first refusal for 2026 sponsorship



Car Show Presenting Sponsor

\$2000 - EXCLUSIVE

- Banner with logo at entrance to car show
- Logo on all Car Show advertising
- 1 free entry into the Car Show
- Logo and link on Music Fest Weekend page on McHenryFiestaDays.com website
- Logo featured in the Guide to Fiesta Days



Car Show T-Shirt Sponsor

\$300 - 12 AVAILABLE

- Logo featured on the back of Car Show t-shirt handed out to 250+ participants
- Logo and link on Sponsor page on McHenryFiestaDays.com website
- Social media post indicating your sponsorship



Designated Driver Sponsor

\$1500 - EXCLUSIVE

- Logo on Banner recognizing sponsorship at Designated Driver Booth
- Opportunity to pass out sponsor information at booth
- Logo on banner close to gate entrance announcing designated driver booth
- Right of first refusal for 2026 sponsorship



Fiesta Days Fan

\$550

- Creative signage for 2 weeks on business property promoting your organization's sponsorship of Fiesta Days
- Logo on banner on barricade fence in front of stage
- Logo and link to website on McHenryFiestaDays.com
- Free entry in the Fiesta Days parade



Fiesta Days Champion

\$350

- Creative signage for 2 weeks on business property promoting your organization's sponsorship of Fiesta Days
- Logo on shared banner at entrance to park
- Business name listed on McHenryFiestaDays.com sponsor page
- Free entry in the Fiesta Days parade



ART AND STREET FAIR

The Art and Street Fair encompasses multiple activities including Arts and Crafts in the Park, artist demonstrations, the kids crafts at the “Maker’s Zone” at Veteran’s Memorial Park, and family friendly fun on the sidewalks at downtown businesses.



Art and Street Fair Presenting Sponsor

\$2500 - EXCLUSIVE

- 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
- Logo and link on Art and Street Fair page on McHenryFiestaDays.com website
- Right of first refusal for 2026 sponsorship





Arts and Crafts in the Park

\$2000 - EXCLUSIVE

- 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 2026 sponsorship



Maker Zone Station

\$1000

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

- 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 2026 sponsorship



Hand Sanitizing Stations

\$1500 - 4 AVAILABLE

- 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



Art and Street Fair Map Sponsor

\$500 - 4 AVAILABLE

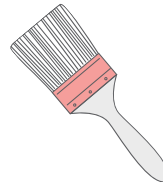
- Logo on printed Art and Street Fair map handed out to attendees and available in all participating stores.
- Logo and link on McHenryFiestaDays.com website



Sidewalk Fun Sticker

\$100 PER STICKER

- Logo on vinyl sticker placed on sidewalk at Arts and Crafts in the Park. Stickers will be incorporated into interactive fun like hopscotch



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

\$6000 - EXCLUSIVE

- 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 2026 sponsorship

Parade Sponsor

\$1000

- 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**

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