

MAYOR  
RICHARD H. HILL

MEMBER OF  
THE ILLINOIS MUNICIPAL LEAGUE

**VILLAGE OF ROUND LAKE BEACH**

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January 16, 2019

BeachFest Sponsorship Information

Dear Neighbors, Friends of the Community, Business Owners, and RLA Chamber of Commerce members,

We are proud to announce that the 15th Annual BeachFest will take place this year from Friday, June 28<sup>th</sup> – Sunday, June 30<sup>th</sup>. This Round Lake Beach festival provides the community with great entertainment, awesome food, engaging vendors, and more.

As we prepare for BeachFest 2019, the Village depends on the commitment of our valued Sponsors in assisting to make this community event a success. This year there are once again several levels of sponsorships to choose from to promote your business or organization.

This Annual Festival provides family fun for all ages. We have a beautiful location at the Cultural & Civic Center of Round Lake Beach. The facility has a large banquet hall, gathering lobby, conference rooms, offices, and a black box theatre. It can host events ranging from intimate gatherings of twenty people to galas and concerts for over four hundred people. This facility, combined with our strong marketing plan, insures that people from the Round Lake Area and the surrounding communities join us for BeachFest. The festival includes children's entertainment, popular local and regional bands, wonderful food vendors, fireworks on Saturday, petting zoo, and so much more!

If your organization would like to participate in the 15th Annual BeachFest as a Supporter, please review the sponsorship categories and fill out the form on the following pages. You can mail or drop off the form at the address below, email to [beachfest@rlbeach.org](mailto:beachfest@rlbeach.org), or contact us and we'll be happy to stop by your business to pick up your donation.

Once again thank you for your past, current, and future support. We look forward to seeing you this year at BeachFest 2019.

Sincerely,

Richard Hill – Mayor of Round Lake Beach

The Village of Round Lake Beach's 15th Annual BeachFest offers several sponsorship opportunities. Please review them and see which one will bring the most exposure and revenue to you and your business:

### **Sponsorship Levels**

Diamond Sponsor: \$7,500+ (Limit 2)

- Presented by naming rights to BeachFest
- First tier business logo on BeachFest event schedule
- Company logo and recognition in BeachFest marketing materials, including print and weekly social media (individual)
- Company logo on electronic sign during BeachFest (individual)
- First tier company logo and link on BeachFest homepage
- Yard sign to place on your property promoting your sponsorship of BeachFest
- 25 free food and beverage tickets
- 20 passes for the VIP fireworks viewing area
- 4 VIP parking passes
- Company logo on main stage banner (individual)
- Stage announcement before Saturday headlining band
- Company logo on banner at entrance to BeachFest (individual)
- Choice of company logo on Beer Tent, Food Tent, Ticket Tent, Children's Entertainment Tent, Medical Tent, Portable Toilets, or Police Tent (individual, one per company)
- Business booth with priority site selection (if desired)
- Tax-free donation acknowledgement letter

Platinum Sponsor: \$5,000 - \$7,499

- Second tier business logo on BeachFest event schedule (grouped)
- Second tier company logo and recognition in BeachFest marketing materials and promotions, including print and weekly social media (grouped)
- Second tier company logo on electronic sign during BeachFest (grouped)
- Second tier company logo and link on BeachFest homepage (grouped)
- Yard sign to place on your property promoting your sponsorship of BeachFest
- 15 free food and beverage tickets
- 10 passes for the VIP fireworks viewing area
- 3 VIP parking passes
- Company logo on main stage banner (grouped)
- Stage announcement before Friday headlining band
- Company logo on banner at entrance to BeachFest (grouped)
- Choice of company logo on Beer Tent, Food Tent, Ticket Tent, Children's Entertainment Tent, Medical Tent, Portable Toilets, or Police Tent (individual, one per company, Diamond Sponsors receive first pick)
- Business booth with priority site selection (if desired)
- Tax-free donation acknowledgement letter

Gold Sponsor: \$2,500 - \$4,999

- Third tier business logo on BeachFest event schedule (grouped)
- Third tier company logo and recognition in BeachFest marketing materials and promotions, including print and bi-weekly social media (grouped)
- Third tier company logo on electronic sign during BeachFest (grouped)
- Third tier company logo and link on BeachFest homepage (grouped)
- Yard sign to place on your property promoting your sponsorship of BeachFest

- 10 free food and beverage tickets
- 2 VIP parking passes
- Company logo on main stage banner (grouped)
- Stage announcement before Sunday band
- Business booth with priority site selection (if desired)
- Tax-free donation acknowledgement letter

Silver Sponsor: \$1,500 - \$2,499

- Fourth tier business logo on BeachFest event schedule (grouped)
- Fourth tier company logo and recognition in BeachFest marketing materials and promotions, including print and bi-weekly social media (grouped)
- Fourth tier company logo on electronic sign during BeachFest (grouped)
- Fourth tier company logo and link on BeachFest homepage (grouped)
- Yard sign to place on your property promoting your sponsorship of BeachFest
- 6 free food and beverage tickets
- 1 VIP parking passes
- Company logo on main stage banner (grouped)
- Free business booth (if desired)
- Tax-free donation acknowledgement letter

Bronze Sponsor: \$500 - \$1,499

- Fifth tier business logo on BeachFest event schedule (grouped)
- Fifth tier company logo and recognition in BeachFest marketing materials and promotions, including print and week of event social media (grouped)
- Fifth tier company logo and link on BeachFest homepage (grouped)
- 2 free food and beverage tickets
- Free business booth (if desired)
- Tax-free donation acknowledgement letter

Copper Sponsor: \$250 - \$499

- Sixth tier business logo on BeachFest event schedule (grouped)
- Sixth tier company logo and link on BeachFest homepage (grouped)
- Tax-free donation acknowledgement letter

**15th Annual BeachFest**  
**2019 Sponsorship Donation Form**  
**Sponsorships are due by: June 10, 2019**  
**Artwork must be in by June 1st**

Sponsorship Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_, State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Cell Home Work

Email: \_\_\_\_\_@\_\_\_\_\_

Sponsorship Level:

Diamond \$7500+ \_\_\_\_\_ Platinum \$5,000 - \$7499 \_\_\_\_\_ Gold \$2,500 - \$4,999 \_\_\_\_\_

Silver \$1,500 - \$2,499 \_\_\_\_\_ Bronze \$500 - \$1,499 \_\_\_\_\_ Copper \$250 - \$499 \_\_\_\_\_

Other Under \$250 \_\_\_\_\_

**Payment Options**

1) Check payable to (Village of Round Lake Beach) \$ \_\_\_\_\_ Check # \_\_\_\_\_

2) Credit Card # \_\_\_\_\_ Name on card: \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_ 3-Digit Sec \_\_\_\_\_

Or email scanned application with Credit Card information to: [kbueso@roundlakebeachil.gov](mailto:kbueso@roundlakebeachil.gov)

3) Go to the Online Payment link for the Village. <https://goo.gl/KuMf3H>  
Add "BeachFest" **and** "Your Name" or "Company Name" in Comments

**Please mail your completed application and payment to:**

Village of Round Lake Beach  
1937 N Municipal Way, Round Lake Beach, IL 60073

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**Voicemail: 847-740-6026 Ext. 199**