

# LA GRANGE ENDLESS SUMMERFEST



August 5th-7th



2022 Festival Sponsorship Opportunities



## La Grange Demographics

- 15,136 Residents
- \$123,965 Average Household Income
- Primarily Ages 25-54
- Over 50,000 vehicles, commuters & pedestrians stream through downtown La Grange every day
- 45,000 Fest Website Page Views
- 11,206 Combined E-News Letter Subscribers
- 27,738 Combined Social Media Followers



## HEAT UP YOUR MARKETING THIS SUMMER!

Your business can be a part of one of the hottest festivals in the western suburbs, August 5-7, when La Grange Endless Summerfest returns to Gordon Park. This three-day family-friendly event celebrates the very best that summer has to offer with incredible live band performances, carnival rides, cold brews, delicious local bites and a heart-pounding fireworks show.

Take advantage of this unique opportunity to make a personal connection with over 18K+ festival visitors from La Grange and surrounding communities throughout the weekend. A variety of sponsorship opportunities are available to fit all budgets – some that include seeing your name in lights on the gigantic digital screen next to the Main Stage or having your brand attached to a specific activity area like the carnival. There's even a unique way to win over new customers with an on-site booth in the Festival Market Area. Priced at only \$600 for the weekend, the Festival Market Area is a great spot for in person sales, sampling, product demonstrations and more.

Looking to connect with the community? Your sponsorship of La Grange Endless Summerfest helps support the high-quality and robust programming of its organizers, the Park District of La Grange and the La Grange Business Association. These nonprofits are dedicated to building a strong, committed and thriving local community.

Thousands of local families are waiting to meet you! Get your business name right in front of them. We hope you'll take advantage of sponsorship for this legendary summer festival and expand your marketing reach in 2022.

<b>SPONSORSHIP LEVEL</b>	<b>Presenting \$6,000</b>	<b>Gold \$3,000</b>	<b>Silver \$1,000</b>	<b>Bronze \$500</b>	<b>Beer Tent \$1,000</b>	<b>Festival Market \$600</b>
SPONSORSHIP AVAILABLE	1	4	No Limit	No Limit	3 (1 per day)	Limited Space
Internet exposure on Fest website which generate 45,000 pageviews in the month leading up to festival	X	X	X	X	X	X
Social Media posts to 27,700 combined followers on PDLG & LBGA platforms including Facebook, Twitter & Instagram	X	X	X	X	X	X
Dedicated e-blast to 11,200 opt-in subscribers	X					
Business mentioned on e-blast to 11,200 opt-in subscribers		X	X	X	X	X
Business LOGO placed on stage banner	X					
Business LOGO placed on welcome banner & event poster	X	X				
Business LOGO on PDLG Fall mailing to 10,000 homes	X					
Digital ad & LOGO displayed at festival on jumbo screen	X	X	X		X	
Digital ad placed on fest, PDLG & LGBA website for 1 month	X	X				
Full page back cover ad in Winter Spring 2023 PDLG Brochure	X					
1/2 page ad in Winter Spring 2023 PDLG Brochure		X				
Opportunity to staff beer tents with employees to promote business or partnered with a non-for-profit					X	
10'x10' Booth space for all 3 days to sample or sell products/services	X	X				X
Business name on PDLG Fall mailing to 10,000 homes		X				
Business name displayed at festival on jumbo screen				X		X
Business name on event poster			X	X	X	X
Business representative introduced on stage	X					

Without support from sponsors like you we could not put on such high caliber festival for the community. This is a tremendous way to present yourself to the La Grange community in a positive light, attract new patrons and gain additional business, so I'm hoping you will consider sponsoring an event.

We hope you'll take advantage of our sponsorship options as a way to expand your marketing reach this summer. Please don't hesitate to contact me if you have questions.

## SPONSOR COMMITMENT FORM

Yes! I would like to be a sponsor as indicated:

- \_\_\_\_\_ Presenting \$6,000 (1 Available)
- \_\_\_\_\_ Gold \$3,000 (4 Available)
- \_\_\_\_\_ Silver \$1,000 (No limit)
- \_\_\_\_\_ Bronze \$500 (No limit)
- \_\_\_\_\_ Beer Tent \$1,000 (3 Available but limited 1 per day)
- \_\_\_\_\_ Festival Market \$600 (Limited Space)



Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

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

Amount Enclosed: \$ \_\_\_\_\_

*Please make checks payable to: Park District of La Grange*

**Mail To:** Park District of La Grange, Attn: Teresa Chapman, 536 East Avenue, La Grange, IL 60525  
Gold level and higher: email logo in .jpg file to [teresachapman@pdlg.org](mailto:teresachapman@pdlg.org)

*\*Sponsorship commitments are: Non-exclusive, non-refundable and subject to Committee approval.  
Deadline for marketing materials is April 29, 2022*

**Questions? Contact, Teresa Chapman at 708-352-1762**



Presented By

