

ITALIAN FEST

The Main *street* Event
Collinsville, Illinois

July 6, 2017

Dear Sir or Madam,

My name is Jason Rehg and I am the Sponsorship Chairman for the 2017 Italian Fest. I'd like to offer you an opportunity to participate in this year's *festivities!*

Italian Fest will be held September 15 & 16, 2017. We are striving to make the Fest a celebration to see for everyone in the Collinsville area community, both young and old. We have added children's entertainment for young families and musical guests for every age group to enhance this fun filled weekend with activities and fantastic food. We'll also be raising over \$200,000 for local civic, social, church and non-profit organizations. We have over 40 local non-profits that participate and financially benefit from this event.

Of course, the success of the Fest depends on our sponsors. As a sponsor in the past, you have helped a wide variety of organizations raise funds for their charities and non-profits, while taking advantage of some benefits of your own--including exclusive use of *Luogo di Feste*, a private area reserved for our largest sponsors to entertain their guests. As you know, there are multiple sponsorship levels, and every sponsor dollar donated is appreciated. I will personally contact you shortly to discuss sponsorship levels and benefits and your opportunity to take part in Collinsville's first *Italian Carnevale!*

I hope you will once again consider this opportunity, and I look forward to speaking with you soon. In the meantime, remember "***Spero di vedervi alla Festa***" (I hope to see you at the Fest!)

Jason Rehg
Italian Fest Sponsorship Chairman
618-344-0252

2017 SPONSORSHIP LEVELS

The following information is provided for the most popular sponsorship levels. Because the Italian Fest is as unique and dynamic as your business marketing needs, we are able to offer special opportunities for significant sponsorships, and for those that desire a bit more or a specific kind of exposure. The Sponsorship Chairman is happy to discuss opportunities for your company to sponsor specific events or areas, as well as how we can best promote your business in appreciation of your support.

PLATINO (Entertainment Headliner, Major Special Event, or Primary Area)

\$1500 Donation

- 1.5 hours Prime Time Use of *Luogo di Feste* (a private area reserved for sponsors to entertain guests) Includes draft beer, wine, water, soda, soft drinks & Italian appetizers (menu tbd)
- Recognition at Opening Ceremonies
- Recognition in all Marketing & Promotional Materials. Includes Program published in Belleville News-Democrat
- Rotating Logo on Homepage of Italian Fest Website
- Listing on Sponsor Page of Website
- Promotional PA Announcements from Main Stage (made by Fest staff)
- Designated as an official Italian Fest Information Stop
- Fest Official Sponsor Window Cling
- Official Souvenir Italian Fest T-Shirt
- Provide Your Banner to Hang at Your Sponsored Area
 - Maximum Banner Size 3' x 12' with grommets at 1 foot intervals
 - Discuss Sponsor Area Choices with Sponsorship Chairman

ORO (Entertainment Headliner, Major Special Event or Primary Area)

\$1000 Donation

- 1.5 hours Prime Time Use of *Luogo di Feste* (a private area reserved for sponsors to entertain guests) Includes Italian Appetizers; Beverage Service Additional (menu tbd)
- Recognition at Opening Ceremonies
- Recognition in all Marketing & Promotional Materials. Includes Program published in Belleville News-Democrat
- Listing on Sponsor Page of Website
- Promotional PA Announcements from Stage (made by Fest Staff)
- Designated as an official Italian Fest Information Stop
- Official Fest Sponsor Window Cling
- Official Souvenir Fest T-Shirt
- Provide Your Banner to Hang at Your Sponsored Area
 - Maximum Banner Size 3' x 8' with grommets at 1 foot intervals
 - Discuss Sponsor Area Choices with Sponsorship Chairman

ARGENTO (Daytime Entertainment, Secondary Special Event or Area)

\$500

- 1.5 Hours Daytime Use of *Luogo di Feste* (a private area reserved for sponsors to entertain guests)
Beverage Service & Appetizers Additional (menu tbd)
- Recognition in all Marketing & Promotional Materials. Including Program published in Belleville News-Democrat
- Listing on Sponsor Page of Website
- Promotional PA Announcements from Stage (made by Fest Staff)
- Official Fest Sponsor Window Cling
- Official Souvenir Fest T-Shirt
- Provide Your Banner to Hang at Your Sponsored Area
 - Maximum Banner Size 3' x 8' with grommets at 1 foot intervals
 - Discuss Sponsor Area Choices with Sponsorship Chairman

BRONZO

\$250

- Logo on a sponsor banner displayed at Italian Fest
- Recognition in all Marketing & Promotional Materials
- Official Fest Sponsor Window Cling
- Official Souvenir Fest T-Shirt

TIFOSO

\$100

- Logo on a sponsor banner displayed at Italian Fest
- Official Fest Sponsor Window Cling
- Official Souvenir Fest T-shirt

AMICO (Available to Uptown Businesses Located Within the Festival Grounds Only)

\$50 Commercial

- Official Fest Sponsor Window Cling
- Hyperlink to Your Webpage in Online Fest Food/Location Map

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2017 LUOGO DI FESTE SCHEDULE

Platino, Oro, and Argento sponsors have the exclusive opportunity to use the *Luogo di Feste* private entertainment area to give 35-40 of your employees, clients or potential clients the special VIP treatment at Collinsville's largest festival!

Time Slots are first come, first served so mark your preferred time slot(s) on the Sponsorship Agreement Form and return as soon as possible!

Green = Available

Red = Reserved

Friday, September 16, 2017		Saturday, September 17, 2017	
11:00 am	Opening Ceremonies	8:10:30	5K Run Promotion
12-1:30 pm		12-1:30 pm	
2-3:30 pm		2-3:30 pm	
4-5:30 pm		4-5:30 pm	Parade Starts at 4 pm

PRIME TIME (Platino & Oro Sponsors Only)		PRIME TIME (Platino & Oro Sponsors Only)	
6-7:30 pm		6-7:30 pm	Jack Schmitt
8-9:30 pm		8-9:30 pm	Laura Buick GMC

2017 SPONSORSHIP AGREEMENT FORM

Please Print Clearly

Organization, Group or Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____ Best Time To Call: _____

Email Address: _____ REQUIRED

Authorized Signature: _____

SPONSORSHIP LEVEL: Please indicate with an "X". (See Tent Schedule for Available Time Slots):

- | | | | | |
|--------------------------|---------|--------|--|-----------------------|
| <input type="checkbox"/> | PLATINO | \$1500 | Hospitality Tent Day/Time Choice: 1 st _____ | 2 nd _____ |
| <input type="checkbox"/> | ORO | \$1000 | Hospitality Tent Day/Time Choice: 1 st _____ | 2 nd _____ |
| <input type="checkbox"/> | ARGENTO | \$500 | Hospitality Tent Day/Time Choice: 1 st _____ | 2 nd _____ |
| <input type="checkbox"/> | BRONZO | \$250 | | |
| <input type="checkbox"/> | TIFOSO | \$100 | | |
| <input type="checkbox"/> | AMICO | \$50 | (Available to Businesses Located on the Fest Grounds Only) | |

Mail Sponsorship Agreement Form and Payment to:

Italian Fest Sponsorships
221 West Main Street
Collinsville, IL 62234

Direct Questions to:

Jason Rehg, Sponsorship Chairman
618.344.0252