



LINCOLN SQUARE RAVENSWOOD
APPLE FEST

SPONSORSHIP REGISTRATION 2019

For maximum exposure, register by August 16, 2019

Festival Date and Operating Hours:

Saturday, October 5, and Sunday, October 6, 9 AM–6 PM

Festival Location:

4640–4800 N. Lincoln Ave.

Festival Website:

www.LincolnSquare.org/apple-fest

CONTACT INFORMATION (Please type or print legibly. Form must be fully completed.)

Company _____

Address _____ City _____ State _____ Zip _____

Website _____ Twitter Handle _____ Facebook Page _____ Instagram Profile _____

Sponsor Contact _____ Phone _____ Email Address (Required) _____

Event Contact (Fulfilment / Pre-Event Info) Same as Above _____ Phone _____ Email Address (Required) _____

Payment Contact Same as Above _____ Phone _____ Email Address (Required) _____

Day-of-Event Contact (OnSite/Pre-Event Info) Same as Above _____ Mobile Phone _____ Email Address (Required) _____

PAYMENT INFORMATION Cash Check (Payable to Lincoln Square Ravenswood Chamber of Commerce) Credit Card

Credit Card Number _____ Expiration Date _____ Security Code _____

Credit Card Holder Name _____ Billing Address _____ Card Holder Signature _____

SPONSOR BENEFITS

Sponsors confirmed by August 1, 2019 at \$1,000 or higher will receive a free ad (210 x 210 px) on the Lincoln Square Ravenswood Chamber of Commerce website.

Please make all checks payable to: Lincoln Square Ravenswood Chamber of Commerce.

For more information, contact LS RCC at 773-728-3890 or email info@lincolnsquare.org.

Applications can be mailed to:

Lincoln Square Ravenswood Chamber of Commerce
2611 W. Lawrence Ave., Chicago, IL 60625

Applications can be emailed to: info@lincolnsquare.org

Please check this box and sign below and initial on page 3 that you have reviewed and agree to the sponsor outline as presented.

Signature _____

Date _____

SELECT LEVEL OF SPONSORSHIP PARTICIPATION

See reverse side for detailed sponsor benefits

Sponsorship Category	Sponsorship Amount
<input type="checkbox"/> Golden Delicious (\$10,000 +)	\$ _____
<input type="checkbox"/> Rome Beauty (\$5,000–\$9,999)	\$ _____
<input type="checkbox"/> Granny Smith (\$2,500–\$4,999)	\$ _____
<input type="checkbox"/> Honeycrisp (\$1,000–\$2,499)	\$ _____
<input type="checkbox"/> McIntosh (\$500 - \$999)	\$ _____
<input type="checkbox"/> Fuji (\$250 - \$499)	\$ _____
<input type="checkbox"/> Program Advertiser-Large 3.5" x 2" (\$250)	\$ _____
<input type="checkbox"/> Program Advertiser-Small 2" x2" (\$150)	\$ _____

TOTAL SPONSORSHIP AMOUNT \$ _____

HOSTED BY



PRODUCED BY



SPONSORSHIP BENEFITS

GOLDEN DELICIOUS (\$10,000+)

Have your business recognized as one of the major partners of Lincoln Square's favorite festival by becoming the premier event sponsor! With this package your business will receive the following benefits:

- All the benefits of Rome Beauty, Granny Smith, Honeycrisp, McIntosh and Fuji listed below, *PLUS*:
- Co-sponsoring rights of the festival
- Free 10' x 40' tent space with option to choose placement (Sponsor responsible for all equipment)
- Premier placement of company logo on all marketing elements, including website, posters, newsletters, entrance programs and festival banners

ROME BEAUTY (\$5,000–\$9,999)

- All the benefits of Granny Smith, Honeycrisp, McIntosh and Fuji listed below, *PLUS*:
- Featured naming opportunities include the Main Stage or Bake-Off
- Free 10' x 30' tent space with option to choose placement (Sponsor responsible for all equipment)
- Prominent placement of company logo on all marketing elements, including website, posters, newsletters, entrance programs and festival banners
- Recognition in ALL LSRCC community newsletters sent out regarding Apple Fest, with option of including a coupon (sent to over 5,500 local residents)
- Weekly Social Media Post on Facebook, Twitter and/or Instagram (viewed by over 22,000 combined followers) four weeks prior to the festival
- Company name included in all press releases and media alerts regarding the event

GRANNY SMITH (\$2,500 - \$4,999)

- All the benefits of Honeycrisp, McIntosh and Fuji listed below, *PLUS*:
- Featured naming opportunities include Giddings Plaza or a north or south entrance
- Free 10' x 20' tent space with option to choose placement (Sponsor responsible for all equipment)
- Recognition from both Stages at the beginning of each performance
- A large ad in the event program
- Opportunity to include a promotional special in the dedicated eblast (sent to over 5,500 local residents)

HONEYCRISP (\$1,000–\$2,499)

- All the benefits of McIntosh and Fuji listed below, *PLUS*:
- Featured naming opportunities include your choice of Kid Zone entertainment, inflatables, or a side entrance
- Company logo displayed on all marketing elements, including website, posters, newsletters, entrance programs and stage banner
- One 10' x 10' tent space for promotional purposes (Sponsor responsible for all equipment)
- Recognition from one Stage at the beginning of each performance
- Web ad on LSRCC website (210 pixels x 210 pixels)
- Three (3) social media posts on Facebook, Twitter and/or Instagram (viewed by more than 22,000 combined followers)

MCINTOSH (\$500–\$999)

- All the benefits of Fuji listed below, *PLUS*:
- Two (2) social media posts on Facebook, Twitter and/or Instagram (viewed by over 22,000 combined followers)
- Logo included in dedicated newsletter eblast (sent to over 5,500 local residents)

FUJI (\$250–\$499)

- Listing on the event page of the LSRCC website (average of 10,000+ visits per month)
- Recognition in one (1) of the LSRCC community newsletters (sent to more than 5,500 local residents)
- One (1) social media post on Facebook, Twitter and/or Instagram (viewed by over 22,000 combined followers)

PROGRAM ADVERTISER

Place a coupon or ad in the Apple Fest entrance program. This handout is distributed to the first 10,000 festival attendees who enter the event. Show your support for Lincoln Square's favorite festival, showcase your company and attract event goers to your business.

- Large ad: \$250 — 3 1/2" w x 2" h
- Small ad: \$150 — 2" w x 2" h

SPONSOR BOOTH RULES AND GUIDELINES

BOOTH REQUIREMENTS

- Booth space is **NOT** assigned and reserved until sponsorship is confirmed and payment and signed sponsorship agreement received.
- Sponsor **may NOT move** their booth space at any time throughout the festival.
- Sponsors are responsible for their own signage, tents, tables and equipment; Sponsors may participate in a bulk rental order for tents, tables and equipment. The event **does not** provide running water or lights.
- Canopies must be properly weighted down (40 lbs. attached per leg), and Sponsors should lower and properly secure their canopies overnight.
- Sidewalks are NOT part of assigned booth spaces. **Sidewalks must be left unobstructed at ALL times.** Any Sponsor using any portion of the sidewalk will be **fined \$200 per day.**
- Participants may **ONLY** market from their assigned space. No drilling into the street shall be permitted.
- **NO water or soda sales are permitted.** Any Sponsor doing so will be closed down without warning.
- All Sponsors must comply with City and State guidelines, and Sponsors offering or selling food require special licensing.
- Apple Fest is meant to reflect the Lincoln Square Ravenswood community at its best. Each Sponsor is required to empty garbage and recyclables appropriately in the provided dumpsters. Sponsor space must be kept clean and free of debris. An Apple Fest staff member will periodically monitor and review the space for cleanliness. Each Sponsor is responsible for providing necessary trash bags and properly bagging and disposing of all garbage from your booth. **Violators will be fined a minimum of \$100 for non-compliance.**
- Vehicles are only allowed on the street for setup prior to the start of the event and for teardown after the festival has closed. You will be notified when it is safe to bring your vehicle onto the street. All Sponsors will receive a confirmation email regarding load-in and load-out times and parking arrangements, if any. Each Sponsor must adhere to the established guidelines. **All vehicles must be removed from the route 60 minutes prior to the start of the event. At no time can Sponsors block residential alleys or driveways.**
- It is advised that all participants have a plan for safe handling of money (i.e. the periodic removal of cash from the area and a secure method for maintaining cash on site) and securing or removing product, giveaways or personal belongings, especially when the booth is closed overnight or not manned by a Sponsor representative. Some City events have reported thefts from booths. Please plan accordingly.
- In an effort to protect your space and effectively maintain the cleanliness of the event, if your booth cannot be staffed for the duration the event, you will be required to "close the booth" and remove all items from your area.

GENERAL

- All Apple Fest participants and their employees are expected to serve as a positive representation of the community and at no time should there be any illegal activities taking place at the festival. Any one found in violation of these rules can be fined and immediately removed from the festival and prosecuted at the Chamber's discretion.
- Mistreatment of event staff or volunteers will not be tolerated. BBIG/LSRCC reserves the right to remove any individual/company from the event and ban from future Big Buzz Idea Group productions.
- LSRCC, BBIG, employees, and related festival providers and shall NOT be responsible for any injury, loss or damage that may occur to any participants or property prior to, during or subsequent to the period covered by this contract. The Sponsor signing this contract expressly releases all of the aforementioned from any and all claims from such loss, damage or injury.
- LSRCC and BBIG are not liable for injury or litigation arising from the products/services you or your company offer to the public. Products offered must comply with applicable state and federal laws.
- This event will be photographed and videotaped. By participating in this event you hereby consent to the use of your likeness or image in those photographs or video for future promotional consideration by Apple Fest, the Lincoln Square Ravenswood Chamber of Commerce and/or Big Buzz Idea Group.

INITIAL I have read, understand and will comply with the rules and guidelines. _____

CONTACT

Feel free to contact LSRCC at 773-728-3890 or email info@lincolnsquare.org with questions or for more information on Apple Fest sponsorship.