

# SQUARE ROOTS

## FESTIVAL DATES AND OPERATING HOURS:

Friday, July 10, 5-10pm

Saturday, July 11, Noon-10pm

Sunday, July 12, Noon-9pm

Festival Location: 4400-4560 N. Lincoln Ave., Chicago

Festival Website: [www.SquareRoots.org](http://www.SquareRoots.org)

## 2020 SPONSORSHIP REGISTRATION

For maximum exposure,  
register by **APRIL 24, 2020**

All sponsorships are processed on a first-come, first-served basis. Naming rights locations subject to change. Contact Craig at Big Buzz Idea Group, 773.804.8589 or email [craig@bigbuzzideagroup.com](mailto:craig@bigbuzzideagroup.com) with any questions regarding Square Roots Sponsorship.

## SPONSORSHIP LEVELS 2020

### SONGS \$20,000+

- All the benefits of "Kegs" sponsorship, PLUS
- Recognition as a premier sponsor of Square Roots
- Premier placement on all promotional materials
- Naming rights to be negotiated, including stage naming rights (if available)
- Free booth space (up to 20' x 50') at the festival (Sponsor responsible for all equipment)
- Thirty-five (35) Square Roots passes and twelve (12) T-shirts
- Social media inclusion

### KEGS \$10,000-\$19,999

- All the benefits of "Hops" sponsorship, PLUS
- Naming rights to one indoor stage (two available)
- Receive free booth space (up to 15' x 40') at the festival (Sponsor responsible for all equipment)
- Inclusion in all press releases and media alerts
- Inclusion (when possible) on any radio or television sponsorships received for event
- Prominent display of company logo on main stage banner
- Recognition from stages five (5) times each day
- Four (4) company banners will be hung at Square Roots in addition to stage banners (Sponsor to provide)
- Twenty (20) Square Roots passes and ten (10) T-shirts
- Two (2) Facebook posts and three (3) Twitter posts about your company/organization
- Exclusivity is available at this level

### HOPS \$5,000-\$9,999

- All the benefits of "Growlers" sponsorship, PLUS
- Naming rights to one of the following: Kid Zone, Green Initiative Sponsor, Ticket Sponsor, or Beverage Station
- Logo included on all paid print advertising & programs
- Company logo included on Square Roots shirts
- A free ad (210x210 dpi) on the Lincoln Square Ravenswood Chamber of Commerce website
- Recognition from stages three (3) times each day

- Free booth space (up to 10' x 30') at the festival (Sponsor responsible for all equipment)
- Twelve (12) Square Roots passes and six (6) T-shirts
- Social media inclusion

### GROWLERS \$3,000-\$4,999

- All the benefits of "Fiddles" sponsorship, PLUS
- Naming rights to one of the following: Bike Parking, Instrument Petting Zoo, Kids Art Tent, Backstage Passes
- Logo included in one issue of the Lincoln Square Ravenswood Chamber community newsletter
- Recognition from stages once each day
- Logo included on postcards & posters
- Free booth space (up to 10' x 20') at the festival (Sponsor responsible for all equipment)
- Two (2) company banners will be hung at Square Roots (Sponsor to provide)
- Ten (10) Square Roots passes and four (4) T-shirts
- Social media inclusion

### FIDDLES \$1,500-\$2,999

- All the benefits of "Banjos" sponsorship, PLUS
- Recognized from stage once during event
- Free booth space (up to 10' x 10') at the festival (Sponsor responsible for all equipment)
- Company banner will be hung at Square Roots (Sponsor to provide)
- Company logo displayed on SquareRoots.org with link
- Six (6) Square Roots passes and two (2) T-shirts
- Social media inclusion

### BANJOS \$750-\$1,499

- Listing on event website
- Four (4) Square Roots passes
- Name included on posters & postcards
- Recognition in one LSRC newsletter

### IN-KIND DONATION

Sponsorship benefits will be awarded at the value equivalent to the dollar value of the donation.

- Printing
- Advertising
- Fencing
- Signage
- Soda
- Performance
- Ice
- Food
- Walkie-Talkies
- Dumpsters
- Port-o-Lets

### PROGRAM ADVERTISER \$300 or \$500

Place a coupon in the Square Roots Program. This hand-out is distributed to the first 15,000 festival attendees who donate at the gate. Show your support for Square Roots, showcase your company and attract festival goers to your business.

- Small ad: \$300 - 2 3/8" w x 1 1/8" h
- Large ad: \$500 - 2 3/8" w x 2 1/2" h

### SPECIAL SPONSOR OPTIONS

- Ticket Sponsor: Logo printed on all tickets for the 2020 festival. Depending on space, URL can also be included. Quantity: 250,000 / **Deadline for artwork submission: April 3, 2020**
- Beverage Cup Sponsor: Logo and URL or message printed on each cup for beer. (note: not available to beer sponsors) / **Deadline for artwork submission: April 24, 2020**
- Wristband Sponsor: Custom artwork on each wristband handed out to festival attendees interested in purchasing alcohol. Quantity: 20,000+ / **Deadline for artwork submission: April 17, 2020**
- Grant Sponsor: Sponsor a local non-profit or charity donating time volunteering to our festival (\$500-\$1,000). Includes logo recognition on t-shirt and thank you signage.
- Have a great sponsorship idea that works with your brand and message: pitch us! We're open to creative and engaging options.

## SPONSORSHIP LEVELS 2020 cnt'd

### A NOTE ABOUT SOCIAL MEDIA RECOGNITION

Please make sure to include your Facebook, Twitter and/or Instagram name(s) on the front of this form. If you have specific posts you would like the committee to send out, please send them to lora@bigbuzzideagroup.com. Make sure to like us on Facebook (SquareRootsChicago) and follow us on Twitter (@SquareRootsCHI) to see your post!

**NOTE:** 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 Square Roots, the Lincoln Square Ravenswood Chamber of Commerce, Old Town School of Folk Music and/or Big Buzz Idea Group.

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## SPONSOR BOOTH RULES AND GUIDELINES 2020

### 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.
- Each canopy leg must be secured with at least 40 lbs. Please note that Square Roots does not have extra weights on hand for sponsor use.
- Canopies should be lowered and secured overnight.
- **NO** water or soda sales are permitted. Any Sponsor doing so will be closed down without warning.
- Sponsors are responsible for their own signage, tents, tables and equipment; sponsors may participate in a bulk rental order for tents, tables and equipment. We do not provide running water or lights.
- Participants may **ONLY** market from their assigned space. No drilling into the street shall be permitted.
- Sponsors are responsible for complying with City of Chicago and State of Illinois guidelines for food service to the public (when applicable).
- Square Roots is meant to reflect the Lincoln Square community at its best. Each sponsor is required to empty garbage and recyclables appropriately in the Festival-provided dumpsters. Sponsor space must be kept clean and free of debris. A Festival staff member will periodically monitor and review the space for cleanliness each night with the sponsor. 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, for sponsors. Each sponsor must adhere to the established guidelines. **At no time may sponsors block residential alleys or driveways. All vehicles must be removed from the street 60 minutes prior to the start of the event.**
- 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, any sponsor not staffing their booth for the duration of the event will be required to "close the booth" utilizing tent sides. **Sponsors who do not adhere to this policy will be fined \$100 per day.**
- 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 \$100 per day.**

### GENERAL

- All festival 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 sponsor found in violation of these rules can be fined and immediately removed from the festival and prosecuted at the organizer's discretion.
- LSRCC, OTSFM, BBIG, employees, related festival providers and participating sponsors shall NOT be responsible for any injury, loss or damage that may occur to the sponsor, its employees or property prior to, during or subsequent to the period covered by the vending contract. The sponsor signing this contract expressly releases all of the aforementioned from any and all claims from such loss, damage or injury.
- LSRCC, OTSFM 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 Square Roots, the Lincoln Square Ravenswood Chamber of Commerce, Old Town School of Folk Music and/or Big Buzz Idea Group.
- **Mistreatment of event staff or volunteers will not be tolerated. LSRCC, OTSFM and BBIG reserve the right to remove any individual/company from the event and ban from future Big Buzz Idea Group productions.**

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

Company \_\_\_\_\_

Event Contact \_\_\_\_\_ Email \_\_\_\_\_

Day of Contact \_\_\_\_\_ Email \_\_\_\_\_

Payee Contact \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Phone \_\_\_\_\_ FEIN/IDOR# \_\_\_\_\_

Facebook Name \_\_\_\_\_ Twitter Handle \_\_\_\_\_ Instagram Handle \_\_\_\_\_

Method of Payment:  Cash  Check  MasterCard  Visa

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**SELECT LEVEL OF SPONSORSHIP PARTICIPATION**

See page 1 for detailed sponsor benefits

Sponsorship Category	Amount	Sponsorship
<input type="checkbox"/> Songs	\$20,000+	\$ _____
<input type="checkbox"/> Kegs	\$10,000 - \$19,999	\$ _____
<input type="checkbox"/> Hops	\$5,000 - \$9,999	\$ _____
<input type="checkbox"/> Growlers	\$3,000 - \$4,999	\$ _____
<input type="checkbox"/> Fiddles	\$1,500 - \$2,999	\$ _____
<input type="checkbox"/> Banjos	\$750 - \$1,499	\$ _____
<input type="checkbox"/> In-Kind Donation		\$ _____
<input type="checkbox"/> Program Advertiser	\$300 or \$500	\$ _____

**SPONSORSHIP BENEFITS**

Sponsors confirmed by Friday, April 24, 2020 at \$1,500 or higher will receive a free ad (210x210 dpi) on the Lincoln Square Ravenswood Chamber of Commerce website.

**Please make all checks payable to: Square Roots.**  
**For more information, contact Craig at Big Buzz Idea Group at 773.804.8589 or craig@bigbuzzideagroup.com**

**Applications and payment should be mailed to:**  
**Square Roots c/o Big Buzz Idea Group, 4055 W. Peterson Ave., Ste 105, Chicago, IL 60646**

For the safety, security and benefit of our sponsors, all participants must abide by the rules and guidelines. Any non-compliance may result in immediate removal from the festival and further action will be taken if necessary. Your signature acknowledges that you have read and understand the rules and guidelines set forth as well as all fines, penalties or other actions that may be taken.

\_\_\_\_\_  
 Vendor Signature

\_\_\_\_\_  
 Date

PRESENTED BY

PRODUCED BY



**TOTAL SPONSORSHIP AMOUNT**

\$