



25 West Crystal Lake Avenue ~ Crystal Lake, Illinois 60014
Phone: (815) 479-0835 ~ Fax: (815) 479-0884
Website: www.DowntownCL.org ~ Email: DowntownCL@sbcglobal.net

27th Annual Johnny Appleseed Festival & Great Ball Race Saturday, September 28, 2019

Bushels of Fun for Everyone!

Is your demographic target market broad-based with an emphasis on families? If so, please don't pass up this affordable opportunity to reach your target market.

Downtown Crystal Lake's annual *Johnny Appleseed Festival* is a tremendously popular all-day event full of food and fun for the entire family! This year's *Johnny Appleseed Festival* will feature new and exciting activities and entertainment.

The *Great Ball Race* is held in conjunction with the *Johnny Appleseed Festival*. Thousands of people will flock to Downtown Crystal Lake on September 28th to watch and cheer as brightly colored plastic balls race down the hill on Brink Street in the *Great Ball Race*.

The *Johnny Appleseed Festival* and *Great Ball Race* are organized and staffed by volunteers of Downtown Crystal Lake, a not-for-profit 501(c)3 organization. To help offset some of the costs for hosting these events, Downtown Crystal Lake will be offering sponsorship opportunities. Becoming an activity sponsor will enable your business to reach a very large target market through our multi-media marketing. Additionally, your business name will be closely associated with a very popular event, which brings thousands of people to our community.

The enclosed packet outlines sponsorship opportunities for both the *Johnny Appleseed Festival* and *Great Ball Race*. Our sponsorship opportunities are displayed like a menu. Pick and choose the event and/or activities that work best for your business. These are great community events, and we'd like to include YOU in the fun!

If you have any questions, please feel free to call me at (815) 479-0835. Thank you for your consideration.

Sincerely,

Diana Kenney
Executive Director

Jen Martin
Event Coordinator



Downtown Crystal Lake's 27th Annual Johnny Appleseed Festival Saturday, September 28, 2019

DESCRIPTION:

The Johnny Appleseed Festival is held each year in September. This all-day event brings families and the community together to celebrate Fall. The Johnny Appleseed Festival is jam-packed (apple jam, of course!) with great activities such as pony rides, wagon rides, pumpkin train, children's games, moonwalk, craft fair, pie baking contest, pumpkin bowling, storytelling, clowns, face painting, temporary tattoos, dancing, live music, great food, and even Johnny Appleseed himself!

DATE / TIME / LOCATION:

Saturday, September 28, 2019
9AM—4PM

The Johnny Appleseed Festival is located throughout Downtown Crystal Lake. Use of the entire Downtown provides a spacious venue to accommodate the 5,000+ attendees.

TARGET MARKET:

The demographic target market is broad-based, with an emphasis on families. The event draws thousands of attendees from Cook, DuPage, Kane, Lake, and McHenry Counties, as well as southern Wisconsin.



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EVENT MARKETING:

- Listing in 7,500 Downtown Crystal Lake 2019 Calendar of Event/Business Directory brochures
- 6,000 event-specific brochures distributed to local preschools, school-age children, and the community
- Display Ads in the Northwest Herald—month of festival
- Press Release in the following publications and online sites: Chicago Tribune, Daily Herald, Northwest Herald, Crystal Lake Chamber of Commerce Newsletter, Plant Northwest, McHenry County Living, Visit McHenry County, Enjoy Illinois, Crystal Lake Patch, & many more
- Posters distributed throughout the community
- Yard signs, banners, local area marqueees
- Website Postings for Community Events
- Event and sponsor information on Downtown Crystal Lake's website www.DowntownCL.org and Facebook Page (over 7,500 followers!)

Fun & appealing statistics From last year's Festival:

281 wagon rides
514 pony rides
764 kids in petting zoo
681 pumpkin bounce house
833 games of pumpkin bowling
775 pumpkin train rides
2,846 apple spin & other
amusement rides
1,583 giant slide runs
3,785 child games played

27th Annual Johnny Appleseed Festival—September 28, 2019

Sponsorship Opportunities & Benefits

All sponsor names will be listed in 6,000 event brochures
 All sponsor names will be included in all print advertisements
 Two DJ's will announce sponsor names throughout the day
 Signage indicating your sponsorship will be posted near the activity
NEW THIS YEAR! Each sponsor receives a personalized sponsor sign for your business to show everyone you are supporting this great community event!



CHOOSE THE ONE(S) THAT WORK BEST FOR YOUR BUSINESS!

Please note: some of these sell-out fast. First to sign up and pay gets the sponsorship!

Parking Lot Activities:

- Children's Games (3 available) \$150
- Boomers Ballpark Trailer of Fun (3 available) \$200
- Mini Ferris Wheel (3 available) \$200
- Pumpkin Train (3 available) \$250
- Petting Zoo (3 available) \$250
- Pony Rides (3 available) \$250
- Apple Amusement Ride (3 available) \$300
- Giant Slide-**Most popular ride!** (3 available) \$300

Other Locations throughout the Festival:

- Antique Apple Cider Press (3 available) (setup in Brink Street Market) \$150
- Apple Pie Baking Contest— (3 available) (takes place at Raue Center) \$150
- Port-a-Potties (3 available) (sign inside all potties—captive audience) \$200
- Wagon Rides-(3 available) (wagon travels around downtown) \$300
- Live Music/Entertainment (3 available) (two locations)
 - \$200 (Brink Street Market only) \$200 (Gazebo Stage only) \$300 (**BOTH locations**)
- Craft Fair Hospitality **New Sponsor Opportunity!**
 Craft Fair is moving to Depot Parking Lot. We wish to provide coffee, water and food coupons to our crafters. (3 available) \$150
- Tables & Chairs Sponsor in Depot Park (**Exclusive—only 1 available**) \$400
 (20 tables — your name and logo on a sign at EACH table)

Special Opportunity – different than all the rest!

- Placemat Advertising Sponsor (16 available) your logo in a 1" x 2" space on 5,000 full-color placemats to be distributed to area restaurants (not just downtown) during the month of September. \$150

Company _____
 Contact _____
 Address _____
 City, State, Zip _____
 Phone _____
 Email _____



Two ways to Pay:

- 1) Mail completed form and check to:
 Downtown Crystal Lake/Main Street
 25 W. Crystal Lake Ave., Crystal Lake, IL 60014
- 2) Online payment at www.DowntownCL.org
 Select Store tab. You will have an option to pay through Paypal or by credit card

QUESTIONS? Call us at (815) 479-0835 or
 Email us at: DowntownCL@sbcglobal.net

The Great Ball Race Raffle

Saturday, September 28, 2019 at 3:00 p.m.



GRAND PRIZE \$1,000 !!

The Great Ball Race is held in conjunction with the Johnny Appleseed Festival. Crowds of people will be participating in this fun and exciting event.

Here's how the Great Ball Race works:

- Numbered raffle tickets are sold to the public at \$5.00 each OR 3 for \$10.00 OR 7 for \$20.00
- Brightly colored plastic balls are numbered to correspond with the numbers on the raffle tickets
- These balls will then be released and "rolled" down Brink Street, with the fastest balls winning prizes for their owners. Grand prize is \$1,000. Also many more merchandise prizes.

Once again, we are offering **THREE** levels of sponsorship:

Level 1 (\$150) - Advertising Sponsor

- Your name will be displayed on a large, brightly colored ball at the finish line of the race
- Your name will be included in event brochure, and all media and advertising for the event
- Your name will be announced throughout the day at the Johnny Appleseed Festival

Level 2 (\$250) - Play-to-Win Sponsor

- All benefits of Level 1 Advertising Sponsor (listed above) PLUS
- You will receive 100 raffle tickets. That gives you 100 chances to win \$1,000!

Level 3 (\$500) - Entertainment Sponsor **NEW THIS YEAR!**

- All benefits of Level 1 Advertising Sponsor (listed above) PLUS
- Extra announcements by two DJs announcing your business as a sponsor of the stilt-walking, juggling scarecrow. The stilt-walker will be roaming the festival all afternoon until the Great Ball Race starts. He will then entertain a captive audience at the Great Ball Race.
- Your name will appear on additional signage at the Great Ball Race ticket tent.



Yes! I Want to Sponsor THE GREAT BALL RACE!

- Level 1 (\$150) Advertising Sponsor
- Level 2 (\$250) Play-to-Win Sponsor
- Level 3 (\$500) Entertainment Sponsor

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone _____

Email _____

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(Sponsor Deadline August 15, 2019)



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