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

28th Annual Johnny Appleseed Festival & Great Ball Race Saturday, September 25, 2021

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 25th 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 us at (815) 479-0835. Thank you for your consideration.

Sincerely,

Diana Kenney
Executive Director

Jen Martin
Event Coordinator

Downtown Crystal Lake's 28th Annual

Johnny Appleseed Festival

Saturday, September 25, 2021

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, inflatables, 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 25, 2021
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.

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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.

EVENT MARKETING:

- Listing in 7,500 Downtown Crystal Lake 2021 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, Visit McHenry County, Enjoy Illinois, Crystal Lake Patch, & many more
- Posters distributed throughout the community
- Yard signs, banners, local area marquees
- Website Postings for Community Events
- Event and sponsor information on Downtown Crystal Lake's website www.DowntownCL.org and Facebook Page (over 8,000 followers!)

Fun & appealing statistics From typical Festival year:

300 wagon rides
500 pony rides
800 kids in petting zoo
850 games of pumpkin bowling
775 pumpkin train rides
3,800 children's games played
3,500 amusement rides & inflatables

28th Annual Johnny Appleseed Festival—September 25, 2021
Sponsorship Opportunities & Benefits

Sponsor names will be listed in 6,000 event brochures

Sponsor names will be included in all print advertisements

The DJ 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 (6 available)	❒ $150
Pumpkin Train (4 available)	❒ $250
Petting Zoo (4 available)	❒ $250
Pony Rides (4 available)	❒ $250
Corner Corral— *A large area dedicated to fun-filled inflatable slides, obstacle courses, and other attractions* (4 available)	❒ $500

Other Locations throughout the Festival:

Apple Peeler Demonstrations (4 available) (setup in Brink Street Market)	❒ $150
Apple Pie Baking Contest— (4 available) (takes place at Raue Center)	❒ $150
Port-a-Potties (4 available) (sign inside all potties—captive audience)	❒ $200
Wagon Rides-(5 available) (wagon travels around downtown)	❒ $300—***SOLD OUT!***

Live Music/Entertainment (4 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.*** *(*4 available)	❒ $150
Tables & Chairs Sponsor in Depot Park **(Exclusive—only 1 available)** (20 tables — your name and logo on a sign at EACH table)	❒ $500—***SOLD!***

Company_____
Contact_____
Address_____
City, State, Zip _____
Phone _____
Email_____

Sponsor Deadline August 20th

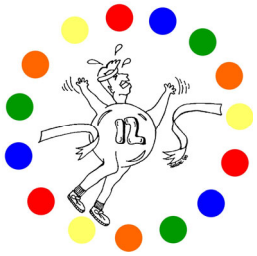
Two ways to Pay:
1) ***Mail completed form and check to:***
   Downtown Crystal Lake/Main Street
   25 W. Crystal Lake Ave., Crystal Lake, IL 60014
2) ***Online payment at www.DowntownCL.org***
   Select Store tab. You will have an option to pay through Paypal or by credit card

QUESTIONS? Call us at (815) 479-0835 or
Email us at: events@downtowncl.org

The Great Ball Race Raffle

Saturday, September 25, 2021 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 $10 each. Tickets will be sold online & at stores.
- 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 ball winning $1,000 for its owner!

This year, 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 on our website and in all media & advertising for the event
- The DJ will announce your name 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 25 raffle tickets. That gives you **25** chances to win **$1,000!**

❒ **Level 3 ($500) - VIP Sponsor** ***(due August 15th for ticket printing)***

- All benefits of Level 1 Advertising Sponsor (listed above) **PLUS**
- Your logo and website will be printed on the back of all tickets
- Your logo and website link will be displayed on our website
- You will receive 50 raffle tickets. That gives you **50** chances to win **$1,000!**

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 _____

Two ways to Pay:

1) ***Mail completed form and check to:***
   Downtown Crystal Lake/Main Street
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2) ***Online payment at www.DowntownCL.org***
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Johnny Appleseed Festival

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