

# 2026 EVENT SPONSORSHIP & PARTNERSHIP GUIDE

DOWNTOWN  
CRYSTAL LAKE



MAIN STREET  
AMERICA

ILLINOIS  
MAIN STREET



## MISSION & ABOUT

Downtown Crystal Lake / Main Street is a not-for-profit 501(c)3 organization founded by community volunteers in 1996. Our mission is to revitalize and promote a vibrant and inclusive community by fostering a welcoming and engaging environment in the heart of our city.

[LEARN MORE](#)

## STATS

**2,000+**

Kids and  
their families  
visit Santa Claus

**6,000+**

Attend Festival  
of Lights Parade

**6,000+**

Attend Johnny  
Appleseed Festival

**350+**

Attend Farmers  
Market weekly

**3,600+**

Instagram  
Followers

**12,000+**

Facebook  
Followers

**3,000+**

Newsletter Subscribers

**500,000+**

Hits on  
website annually

## SIGNATURE EVENTS

- Midsummer Wine Walk
- Johnny Appleseed Festival & The Great Ball Race
- The Taste of Downtown
- Halloween Handout
- Festival of Lights Parade & (new!) Holiday Park Party

## SPECIAL 2026 EVENTS

- Downtown Car Show  
*Partnered event with Cars & Caffeine*

## PROGRAMS

- Have a Heart Food Drive
- Farmers Market
- Santa House Visits
- Christmas Tree Lane

## PROMOTIONS

- Winter Sidewalk Sales
- Summer Sidewalk Sales
- Downtown Gift Cards
- Holiday Gift Guide
- Shopping & Eating Guide

## NETWORKING

- Annual Gathering
- Quarterly Merchant Meetings
- Speaker Series

# 2026 CALENDAR

<b>JANUARY</b>	<b>22 – 24:</b> Winter Sidewalk Sales <b>27:</b> Annual Gathering
<b>FEBRUARY</b>	<b>1 – 28:</b> Have a Heart Food Drive
<b>MAY</b>	<b>17:</b> Car Show
<b>JUNE</b>	<b>13:</b> First Farmers Market <i>Every Saturday until September 26</i> <b>20:</b> Midsummer Wine Walk
<b>JULY</b>	<b>16 – 18:</b> Summer Sidewalk Sales
<b>SEPTEMBER</b>	<b>25, 26:</b> The Taste of Downtown <b>26:</b> Johnny Appleseed Festival <b>26:</b> The Great Ball Race
<b>OCTOBER</b>	<b>31:</b> Halloween Handout
<b>NOVEMBER</b>	<b>27:</b> Festival of Lights Parade & Holiday Park Party <b>28:</b> Small Business Saturday
<b>DECEMBER</b>	<b>Nov. 28 – Dec. 20:</b> Santa House Visits <b>Thursdays:</b> Luminary Nights Christmas Tree Lane
<b>TBD</b>	Quarterly Speaker Series Depot Park Grand Opening Celebration Fall Retail Event





# FARMERS MARKET



**SATURDAYS, JUNE 13 – SEPTEMBER 26, 2026, 8 AM – 1 PM**  
**THE NEW DEPOT PARK IN DOWNTOWN CRYSTAL LAKE**  
**350 – 500 WEEKLY SHOPPERS**

The **Downtown Crystal Lake Farmers Market** is heading home for its 33rd year, returning to the new and improved Depot Park for its **exciting first season in the reimaged space**, with enhanced walkways, lush landscaping, and welcoming gathering areas designed for community connection. With more usable space for pop-up markets, comfortable seating, and better pedestrian flow between both sides of the tracks, the refreshed Depot Park will make market Saturdays feel more vibrant than ever.



# FARMERS MARKET

## PRESENTING SPONSOR

\$1,750 (2 OPPORTUNITIES)

Our presenting sponsors receive all the same benefits as a Market Sponsor, plus:

- **Prominent Brand Exposure:** Your business will be featured as the presenting sponsor across all DTCL marketing channels, including the Farmers Market webpage, social media platforms (Facebook and Instagram), community e-newsletters, and on-site signage throughout the 16-week market season.
- **Your logo on the official Downtown Crystal Lake Farmers Market tote bags,** with the option to provide promotional materials to stuff in totes.
- **Dedicated Space for Marketing Materials:** Showcase your brand at the Downtown Crystal Lake welcome tent, with space provided for brochures, business cards, and table signage.
- **2 A-Frames signs in center of market** featuring your logo with presenting sponsorship recognition.
- **Exclusivity and Long-Term Partnership:** First Right of Refusal for 2027 Season: Secure your position as a long-term partner with priority renewal rights for next year's sponsorship.

[INQUIRE](#)



# FARMERS MARKET

## MARKET SPONSOR

**\$500 (8 OPPORTUNITIES)**

- Logo on website & signage banner
- Dedicated Facebook and Instagram post
- 10x10 space at 2 markets throughout the season, scheduled in advance
- Can provide promotional materials at the Downtown info & merch table

## POP UP SPONSOR

**\$175 (12 OPPORTUNITIES)**

- 10x10 space at 1 market during the season, scheduled in advance

**INQUIRE**





# FARMERS MARKET

**INQUIRE**



## MUSIC SPONSOR

**\$200 (15 OPPORTUNITIES)**

*Add value to the market and gain name recognition!*

- Featured post on Facebook & Instagram ahead of your sponsored week
- Callouts to your business by musical performer
- Business logo printed on A-Frame signage in front of performer

## CRAFT SPONSOR

**COST OF CRAFT FOR 35 KIDS**

- Provide all craft supplies for up to 35 kids on a market day, scheduled in advance
- Table & tent provided and set up by Craft Sponsor; craft facilitated and overseen by Craft Sponsor
- Bring your business signage & promotional materials

## TOTE SPONSOR

**\$500 (2 OPPORTUNITIES)**

*Your logo on 200 of the official Downtown Crystal Lake Farmers Market tote bags, free for market-goers*

**RESERVED**

2026  
midsummer  
**WINE  
WALK**



**SATURDAY, JUNE 20, 2026**

Building on the success of its pilot year, the Midsummer Wine Walk in Downtown Crystal Lake is a signature summer experience that brings hundreds of engaged consumers into the heart of the community for an afternoon of strolling, sipping and shopping throughout the historic business district. In its pilot year, all 350 tickets sold out within just a few days, demonstrating exceptionally strong demand and a highly marketable audience for sponsoring brands. The post-event survey demonstrated very high satisfaction with the experience. This year's event will be a moderate expansion, with 400 tickets offered and up to 15 locations.

## WINE GLASS SPONSOR

\$1,250 (2 opportunities)



- Logo printed on keepsake wine glasses for event goers (up to 200 per sponsor)
- Recognition in the Wine Walk tasting map
- Logo on Wine Walk website page
- Recognition on Facebook, Instagram, and in the Downtown newsletter
- Table availability at registration/check-out, if desired
- 2 complimentary tickets
- Right of refusal for 2027 Wine Walk

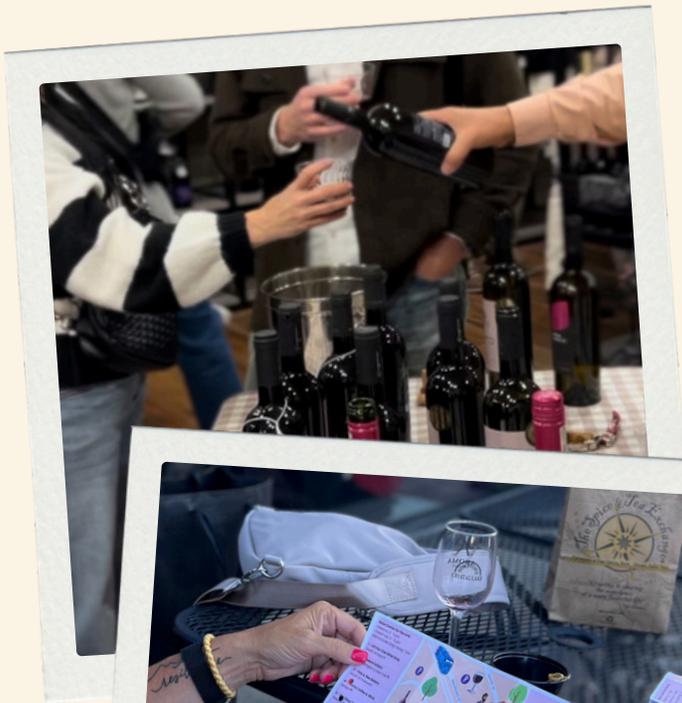
**INQUIRE**

## LANYARD SPONSOR

\$1,000 (1 opportunity)

- Logo printed on branded wine glass lanyard for all event goers
- Recognition in the Wine Walk tasting map
- Logo on Wine Walk website page
- Recognition in Facebook, Instagram, and newsletter
- 2 complimentary tickets
- Right of refusal for 2027 Wine Walk





## BOTTLE SPONSOR

\$500 (2 opportunities)

- Branded sticker on sealed bag of take-home bottles of wine for all attendees (up to 400), alongside other bottle sponsor
- Option to stuff sealed bags with a card, coupon, or other promotional material
- Recognition in the Wine Walk tasting map
- Logo on Wine Walk website page
- Table availability at registration and check-out, if desired

## MUSIC SPONSOR

\$250 (2 opportunities)

- Signage at two live music performances throughout the downtown
- Callouts to your business by performer
- Logo on event web page
- Right of refusal for 2027 Wine Walk

## MAP SPONSOR

\$175 (6 opportunities)

- Advertisement in the Wine Walk tasting map (3.5 x 2.8 inches, space for a coupon, special, or offer – designed in house with your offer and logo), given to all 400 attendees
- Option to provide promotional material in the take-home bags of wine
- Logo on event web page

**INQUIRE**

CRYSTAL LAKE, IL  
SINCE 1993

# JOHNNY APPLESEED FESTIVAL

AND  
THE *Taste of Downtown*



**Festival Date & Time:** Saturday September 26, 2026, 10 am – 4 pm

**Great Ball Race:** September 26, 3 pm

**Taste of Downtown:** Friday, September 25 (4 – 9 pm)  
and Saturday, September 26 (10 – 9 pm)

Downtown Crystal Lake is gearing up for another unforgettable **Johnny Appleseed Festival**, building on the success of last year's street fest that filled Williams Street with families, music, and fall fun.

This year, the tradition is poised for peak fall fun as the festival becomes centered in the new Depot Park, creating a vibrant hub of activity that will spill down Williams Street, culminating in the annual **Great Ball Race** on Brink Street. **The Taste of Downtown** is back and will expand to two days this year, giving visitors even more time to savor local flavors and explore participating restaurants and eateries throughout the district.



**ALL FESTIVAL SPONSORS RECEIVE:**

- Logo signage at your sponsored activity or location
- Sponsor poster to display in your business before the event
- Acknowledgement on the event website (with clickable link to your business)
- Inclusion in the official festival program (printed and distributed widely before and during the event)

**\$500+ SPONSORS RECEIVE:**

- All general sponsorship benefits, plus:
- Dedicated social media spotlight post on Facebook & Instagram with your logo
- Sponsor yard sign to display in addition to business poster
- Option to provide promotional items at the ticket tent



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## PRESENTING SPONSOR

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**\$5,000 (1 OPPORTUNITY)**

**RESERVED**

Our Presenting Sponsor receives all the valuable benefits of our premier festival sponsors, plus **elevated visibility and exclusive recognition** designed to position your business as the lead community partner for the Johnny Appleseed Festival. Your company will be named as the official presenting sponsor in all festival promotions, with prominent logo placement on **print materials, event banners, the Downtown Crystal Lake website, email campaigns, and press releases**. You will be highlighted with **stage announcements** throughout the day, acknowledging your support to thousands of attendees and reinforcing your brand as a champion of family-friendly community events. **A premium booth space** in a high-traffic area (optional) provides an ideal platform for direct engagement, giveaways, and interaction with festival guests. Your business will also receive a **featured video acknowledgment** on Instagram and Facebook, extending your reach well beyond the event day. The Presenting Sponsor receives the right of first refusal for the 2027 festival.



## KIDS' GAMES

**\$150 (6 OPPORTUNITIES)**

- Sponsorship benefits listed on page 13, with logo on signage at the Kids' Games activities



## PUMPKIN TRAIN

**\$250 (6 OPPORTUNITIES)**

- Sponsorship benefits listed on page 13, with logo on signage at the Pumpkin Train activity



## WAGON RIDE

**\$300 (6 OPPORTUNITIES)**

- Sponsorship benefits listed on page 13, with logo on signage at the Wagon Ride activity



## CORNER CORRAL

**\$350 (6 OPPORTUNITIES)**

- Sponsorship benefits listed on page 13, with logo on signage at the Corner Corral (inflatables activity)

**INQUIRE**



## TASTE OF DTCL

### PRESENTING SPONSOR

**\$750 (2 OPPORTUNITIES)**

- Sponsorship benefits outlined on page 13
- Prominent banner signage with presenting sponsorship recognition at the Taste of Downtown

## CIDER ALLEY

### PRESENTING SPONSOR

**\$500 (2 OPPORTUNITIES)**

- Sponsorship benefits outlined on page 13
- Prominent banner signage with presenting sponsorship recognition at the Cider Tent

**[INQUIRE](#)**



## STAGE SPONSOR

**\$500 (4 OPPORTUNITIES)**

- All festival sponsorship benefits, plus:
- Recognition from bands from stage
- Logo on prominent banner at the performance stage

## TABLES SPONSOR

**\$500 (2 OPPORTUNITIES)**

- All festival sponsorship benefits, plus:
- Recognition from bands from stage
- Advertisement on 5x7 table tent frames on outdoor dining tables at the Taste of Downtown.

**INQUIRE**



## EXPO SPONSOR

**\$375 (16 OPPORTUNITIES)**

- Logo on website & banner
- Dedicated Facebook and Instagram post

## CRAFT FAIR VENDOR

**\$100 (30 OPPORTUNITIES)**

- 10x10 space in the craft fair at the Johnny Appleseed Festival (juried selection)



## NON-PROFIT VENDOR

**FREE (3 OPPORTUNITIES)**

Juried selection, with preference given to Crystal Lake based charities and City partnerships

## VOLUNTEER GROUPS

**FREE (5 OPPORTUNITIES)**

Churches and clubs are invited to volunteer at the festival in groups of at least eight, in exchange for complimentary 10x10 booth space

**WANT TO JOIN OUR VENDOR LIST TO BE NOTIFIED  
WHEN VENDOR OPPORTUNITIES ARE OPEN?  
EMAIL [EVENTS@DOWNTOWNCL.ORG](mailto:EVENTS@DOWNTOWNCL.ORG)**



## THE GREAT BALL RACE

The Great Ball Race is a big, fun conclusion to Johnny Appleseed! Numbered raffle tickets are sold to the public at \$5 each or 3 for \$10, with brightly colored plastic balls numbered to correspond with raffle tickets. The balls are released and “rolled” down the hill with the fastest ball winning \$1,000 for its owner! The Great Ball Race benefits Downtown Crystal Lake/Main Street, helping fund events and initiatives that enrich the downtown district throughout the year.



## ADVERTISING SPONSOR

**\$150 (6 AVAILABLE)**

- Your logo displayed on the Great Ball Race chute
- Acknowledgement on social media
- Your logo on the festival web page and the online raffle ticketing page (for the month leading up to the Great Ball Race)

## PLAY-TO-WIN SPONSOR

**\$250 (6 AVAILABLE)**

- Benefits of Advertising Sponsors plus 25 raffle tickets (25 chances to win)

## VIP SPONSOR

**\$500 (3 AVAILABLE)**

- All benefits of Advertising Sponsors plus: your logo printed on the back of every raffle ticket, and 50 raffle tickets (50 chances to win).



**INQUIRE**

# HALLOWEEN HANDOUT



## PRESENTING SPONSOR

**\$900 (1 OPPORTUNITY)**

- Table space at Halloween Park Party during the Halloween Handout
- Exclusive sponsorship. recognition on all marketing materials related to Halloween Handout in the month leading up to the event.

**RESERVED**

## POP-UP SPONSOR

**\$175 (4 OPPORTUNITIES)**

- 10x10 tent space at the Halloween Party in the Park during Halloween Handout. Sponsors are welcome to hand out treats and promotional materials.

**INQUIRE**



Christmas Tree Lane

Santa's Workshops

Polar Express

# The Holiday Season

There's truly no place like Downtown Crystal Lake to celebrate the holidays. The annual **Festival of Lights Parade** is the single highest foot traffic day of the year in the downtown district, officially kicking off the holiday season. **Christmas Tree Lane** transforms the park into a magical wonderland, each tree uniquely decorated by local clubs and organizations. On **Luminary Nights**, the sidewalks glow with warm lights, creating a cozy and inviting atmosphere perfect for an evening stroll. And, of course, no holiday season is complete without a visit to the **Santa House**, where families gather for cherished moments. The warmth, magic and charm of Downtown Crystal Lake make it the perfect place to create unforgettable holiday memories and connect with our community.



# *Festival of Lights Parade*

**PRESENTING SPONSOR**

**\$2,500 (1 OPPORTUNITY)**

**The Festival of Lights Presenting Sponsor will be acknowledged throughout the marketing of the parade and this year's new Holiday Party in the Park surrounding the parade.**

- All benefits of Parade Sponsors & Santa House Sponsors, plus:
- Your logo on all store posters and printed materials marketing the Festival of Lights
- Recognition in all E-Newsletters and Press Releases promoting the parade
- Dedicated Facebook, Instagram posts
- Premier logo placement on banner leading the parade
- Premier logo placement on signage installed at Santa House throughout the season
- Optional: free entrance in parade with premier spot in the line-up



# *Santa House Visits*

**PRESENTING SPONSOR**

**\$2,500 (1 OPPORTUNITY)**

**RESERVED**

**The Santa House Presenting Sponsor will be acknowledged throughout the marketing season for the Santa House, which will be located in the new Depot Park.**

- All benefits of Parade Sponsors & Santa House Sponsors, plus:
- Your logo on all store posters and printed materials marketing the Santa House
- Recognition in all E-Newsletters and Press Releases promoting the Santa House
- Dedicated Facebook, Instagram posts
- Premier logo placement on the banner leading the parade
- Premier logo placement on signage installed at Santa House throughout the season

# SUPPORTING HOLIDAY SPONSORSHIPS

## PARADE SPONSOR

\$500

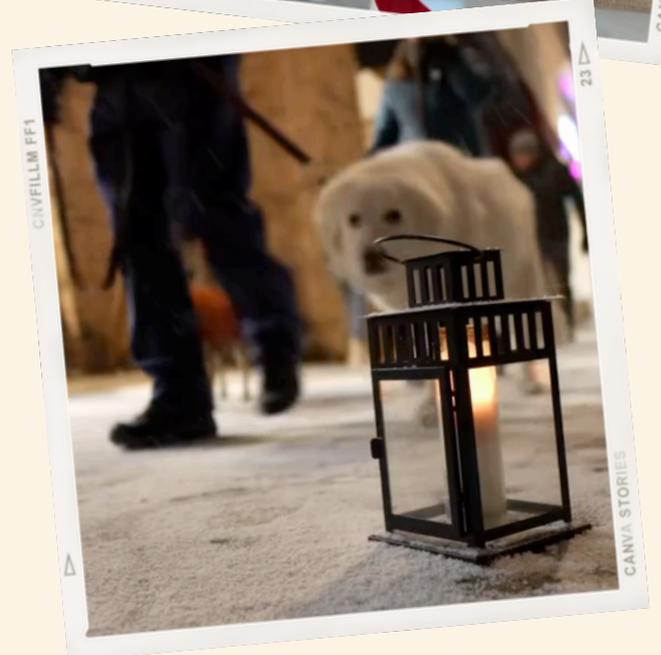
- All the benefits of Santa House Sponsors, plus:
- Social Media recognition alongside other parade sponsors
- Your logo will appear on the banner leading the parade
- Your sponsorship announced by the parade MC

## SANTA HOUSE SPONSOR

\$175

- Your logo will appear on the Holiday Page on our website, linked to your website
- Your name will appear on signage featured on the Santa House throughout the holiday season
- Your name will appear on a high quality flyer/brochure distributed throughout the community

[INQUIRE](#)



## HAVE A FLOAT IN THE PARADE

\$100 Businesses, \$35 Non-Profits

- All the benefits of Santa House Sponsors, plus:
- Social Media recognition alongside other parade sponsors
- Your logo will appear on the banner leading the parade
- Your sponsorship announced by the parade MC

## DECORATE A TREE

\$65

- Sponsor and decorate a Christmas Tree in Depot Park!
- Signpost with your logo provided and installed next to your tree
- Sponsors are responsible to decorate and un-decorate their trees

## ADOPT A SANTA HOUSE DAY

\$50 Add-On to Santa House Sponsorship for a Weekday; \$100 Add-On for Weekend

- Increase your Santa House Sponsorship and adopt a day of Santa Visits! Provide one volunteer to check families into the Santa House, and another to run your tent/table in the nearby 10x10 space to connect with families attending the Santa House and other passerby.
- Date scheduled in advance.
- Recommended that you bring treats or small gifts to hand out along with your promotional materials.=

**ADDITIONAL**

**HOLIDAY**

**PARTICIPATION**

**OPPORTUNITIES!**



**INQUIRE**



# VOLUNTEER OPPORTUNITIES

Downtown Crystal Lake's events are made possible by business sponsors and community volunteers! Each year, it takes more than 200 volunteers to help bring our historic downtown to life with lively, family-friendly events and memorable experiences. Tap the button below to see all of the volunteer opportunities for 2026. If you're interested in bringing a group (club, church, or business) to volunteer together, please email [events@downtowncl.org](mailto:events@downtowncl.org) to discuss the most fitting options!

**VOLUNTEER**

## **PARTNER**

\$300 ANNUAL OR  
\$28/MONTH

*Our partners are businesses within our district who want to invest in a thriving, vibrant downtown.*

- Name and logo on DTCL website
- Window cling or yard sign
- Signboard rental opportunity
- Eligible to join a downtown committee on invitation
- Shared posts on social media
- Promotion of your special events on our website, social media, and newsletter
- In rotation for dedicated social media posts/reels
- Press releases upon request on our website

## **NON-PROFIT PARTNER**

NON-PROFIT ORGANIZATION  
\$100 ANNUAL OR \$10/MONTH

*If you are a non-profit organization in Crystal Lake, we invite you to partner with us and amplify each other's efforts.*

- Name and logo on DTCL website
- Signboard opportunity (*\*for organizations within Downtown*)
- Yard sign or window cling
- Eligible to join one of our downtown committees on invitation
- Shared posts on social media
- Promotion of your special events on our website, social media, and newsletter

**MORE INFO**

## **PARTNER+**

\$500 ANNUAL OR  
\$46/MONTH

*Partner+ businesses within our district see the vibrancy of our downtown district as paramount to their own success, and want to invest at a higher level.*

- All the benefits as Partners, plus:
- 2x entries in the signboard lottery
- 2+ guaranteed reels or static posts on our social media accounts/year
- 1 dedicated write-up in our newsletter per year
- Use of the Raue House for business meetings or other purposes up to 2x a year (as available)

## **CORNERSTONE PARTNER**

\$250+ ANNUAL OR  
\$22/MONTH

*Our Cornerstone Partners are businesses located outside of our downtown district who want to contribute to and connect with our vibrant Downtown.*

- Name and logo on DTCL website
- Window cling or yard sign
- Eligible to join a downtown committee on invitation
- Shared posts on social media
- Promotion of your special events on our website & social media
- Receive our communication to all Downtown businesses
- First choice (along with Downtown businesses) for event sponsorship
- Press releases upon request on our website

**PARTNERSHIP**