



# IRISH FEST 2010

11th Annual



**SPONSORSHIP  
OPPORTUNITIES**



**FRI - SAT  
JULY 16 & 17**





# Arlington Heights Historical Museum's 11th Annual Irish Fest

Friday, July 16 & Saturday, July 17, 2010

Come out and celebrate the Arlington Heights Historical Museum's 11th Annual Irish Fest! This traditional community celebration has become extremely popular over the years with over 32,000 attendees to date! The event features authentic Irish food, unique crafts, festive music, children's activities, fun contests with valuable prizes and much more!

## Why sponsor Arlington Heights Historical Museum's 11th Annual Irish Fest?

The festival brings the community together in a unique atmosphere that promotes local heritage and pride. It is an effective and strategic way to create brand awareness, develop a customer database through on-site exposure, promote your business in all event marketing materials, develop community goodwill and reach out to your target audience in a relaxed environment.

### Sponsorship/Partnership Opportunities:

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_

Yes, I am interested in being a sponsor of the 11th Annual Irish Fest.

*Sponsorship commitment and logo in .eps format or high res pdf must be received by St. Patrick's Day, March 17, 2010 in order to be included in the Park District's Summer Program Guide. Please email your logo directly to [jtomasek@ahpd.org](mailto:jtomasek@ahpd.org). (An invoice can be issued per your request.)*

### Pot of Gold - \$2,000 +

Company name and/or logo prominently displayed on the following promotional pieces:

- Park District's Summer Program Guide (34,000 copies distributed)
- On-stage Recognition
- Newspaper ads
- Press releases/Media alerts
- Museum newsletter
- Posters
- Sponsor banner (displayed day of the event)
- E-Newsletter
- Flyers
- Fest Program
- Website Exposure
- Mention on AHPD Facebook/Twitter pages
- Sponsor on-site for product/promotional item distribution
- Free admission passes (amount TBD)
- T-shirts worn by staff, volunteers and sponsors (made available depending on sponsorship)  
- Free t-shirts (amount TBD)

### Leprechaun - \$800 - \$1,900

Company name and/or logo prominently displayed on the following promotional pieces:

- Park District's Summer Program Guide (34,000 copies distributed)
- On-stage Recognition
- Newspaper ads
- Museum newsletter
- Posters
- Sponsor banner (displayed day of the event)
- E-Newsletter
- Flyers
- Fest Program
- Website Exposure
- Mention on AHPD Facebook/Twitter pages
- Product/Promotional item distribution (items distributed by Park District on-site)
- Free admission passes (amount TBD)
- T-shirts worn by staff, volunteers and sponsors (made available depending on sponsorship)  
- Free t-shirts (amount TBD)



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## Shamrock - \$400 - \$700

Company name and/or logo prominently displayed on the following promotional pieces:

- Park District's Summer Program Guide (34,000 copies distributed)
- On-stage Recognition
- Museum newsletter
- Posters/Flyers
- Free admission passes for two
- E-Newsletter
- Website Exposure
- Mention on AHPD Facebook/Twitter pages
- Sponsor banner (displayed day of the event)
- Fest Program

## Luck of the Irish (T-shirt Sponsor) - \$500

- Company name and/or logo prominently displayed on all t-shirts worn by staff, volunteers and sponsors throughout the festival weekend (Minimum quantity: 150)
- Free admission passes for two
- Mention on AHPD Facebook/Twitter pages
- On-stage recognition

## Green (Program Printing Sponsor) - \$300 - \$450

- Company name/logo prominently displayed on all event program schedules (800 total printed)
- Program Guide
- Mention on AHPD Facebook/Twitter pages
- Sponsor banner (displayed day of the event)
- Flyers
- Museum Newsletter
- On-stage recognition

## Gift Certificates/Cards or Cash donations

- Company name/logo prominently displayed on event signage
- On-stage recognition
- Mention on AHPD Facebook/Twitter pages

### **Please return this form and your payment to:**

Anita M. Pacheco  
 Superintendent of Marketing and Communications  
 Arlington Heights Park District  
 410 N. Arlington Heights Rd.  
 Arlington Heights, IL 60004  
 P: 847.506.7141 | F: 847.577.3050  
 Email: apacheco@ahpd.org



### **For Office Use Only**

Check # \_\_\_\_\_ Credit Card (please circle)    V    MC    D  
 Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Card Holder Name (print & sign) \_\_\_\_\_ / \_\_\_\_\_  
 Amount Paid \$ \_\_\_\_\_ Date \_\_\_\_\_