



HOMER GLEN 2021

COMMUNITY SPONSORSHIP PROGRAM

Village of Homer Glen
14240 W. 151st Street
Homer Glen, IL 60491
T: 708.301.0632
www.homerglenil.org



HOMER GLEN

LETTER TO OUR SPONSORS

Dear Local Business:

The Village is excited about the community gatherings in 2021! In the enclosed pages we are offering you a dynamic marketing opportunity to be a part of our special events and programs in 2021. These popular programs will provide your business vast exposure and face-to-face time with Homer Glen residents and visitors.

By participating in these programs, your business has the opportunity to be branded throughout the community through various marketing outlets including printed publications, social media, and during the events. We encourage you to review our offerings to determine your desired level of involvement.

We hope this complete package will help you when preparing your budget and calendar for 2021 while also reducing the number of times you are approached to participate in these wonderful programs.

If you are interested in taking advantage of this unique opportunity, please complete the Sponsorship Commitment Form and Sponsor Agreement page in this folder and mail, email or fax it back to us.

Don't wait! Opportunities are limited! If you have any questions, please contact us directly by email at mediarelations@homerglenil.org or by phone at 708-301-0632. We welcome your suggestions and ideas for participating in our events.

Help us strengthen the community and promote your brand!

Respectfully,

George Yukich

Mayor, Village of Homer Glen



HOMER GLEN

OPPORTUNITIES

MISSION STATEMENT

The Village of Homer Glen is committed to preserving, protecting, and enhancing our community's quality of life through responsible residential and economic development while utilizing sound fiscal management. We will strive to maintain open space, preserve our unique rural character, and safeguard our natural resources. The Village encourages community involvement in order to maintain and cultivate a balance of family, agriculture, business, environment, and cultural diversity for present and future generations.

IN-KIND DONATIONS

The Village of Homer Glen has a variety of events and programs that benefit from in-kind donations. These donations help to enhance the quality of programs & events that we offer. In-kind donations equal in value to a sponsorship level receive the same benefits! We also offer the option for event-related giveaways. Please see below for in-kind sponsorship opportunities:

- Food and beverage for participants, volunteers, and staff
- Items/baskets for raffles, prizes, or giveaways
- Goody bags for participants
- Supplies for programs and events

PROGRAMS

The Village of Homer Glen is committed to providing educational, cultural, and entertainment programs, in addition to our larger special events. If you'd like to be a Program Sponsor, your donation will go towards helping us fund these programs:

- Stargazing
- Community Clean-Up Day
- Village Park Days
- Game and/or Craft Offerings
- Educational Programs

HERITAGE SPONSORSHIP

The Village of Homer Glen partners with one local business for a Heritage sponsorship each year. This annual partnership of \$4,000 brings maximum exposure to the Heritage sponsor while giving the Village the opportunity to increase the quality of the programs and events offered to the community. The Heritage Sponsor receives year round advertising and sponsorship benefits with a Gold Level for all special events and programs (excluding Movie Under the Stars).

Individual sponsorship options may be subject to change at any time to meet the needs of the community.

A GLANCE AT OUR MARKETING REACH

Below is a listing of some of our marketing reach.

Advertising	Reach
Village Website Views	4,500
HomerFest Website Views	20,000
Village Facebook Followers	3,892
Village Facebook Page Likes	3,485
HomerFest Facebook Followers	2,011
Homerfest Facebook Likes	1,952
Special Events Program Guide - sent to Homes	8,600
Fireworks Radio Station 5 mile Radius	87,000

Newspaper advertising is to be determined.

Social Media advertising boosting is to be determined.

Event Attendance

Market in the Glen (per week)	200
HomerFest	20,000
Movie Under the Stars (per movie)	600
Chalk-It-Up!	300
Harvest Bags Tournament	200
Fall Activities	2,000
Trunk or Treat	2,000
Veterans Celebration	500
Homer for the Holidays	3,000

Homer Glen Resident Demographics

Median Household Income	\$97,254
Median Owner-Occupied Housing Value	\$304,400
Population Estimate	24,582
Housing Units	8,688

SPONSOR AGREEMENT

Company Name: _____

Representative: _____

Company Name Listed On Marketing: _____

Address: _____

Phone Number: _____

Email: _____

Social Media Handle(s) [e.g. @villageofhomerglen]: _____

Website: _____

Sponsorship Amount: _____

Sponsorship Description: _____

Signature: _____ Date: _____

LOGO & BANNER

Please mail your high resolution logo in vector format, 300 dpi PNG format, or 300 dpi JPG format to mediarelations@homerglenil.org if applicable.

All logos are due at the time of registration or no later than one month prior to the event unless otherwise specified in description. Banners are due one week prior to the event.

Unless otherwise stated in writing by the Sponsor, the Sponsor permits the Village of Homer Glen to use the Sponsor's name/logo in promotional materials, advertising, and public announcements relating to the sponsored event without copy approval. The Sponsor further represents and warrants that it has the right to grant this permission.

CONTACT

Email, Mail or Fax form to:
Village of Homer Glen, Attn: Sue Steilen,
14240 W. 151st Street, Homer Glen, IL 60491
mediarelations@homerglenil.org
homerglenil.org
Ph: 708-301-0632 Fx: 708-301-8407

PAYMENT

Make checks payable to the Village of Homer Glen. ****Please include Commitment Form with payment.**

The Village of Homer Glen and partnering organizations reserve the right to cancel or change dates for an event for any reason. Although cancellations are unlikely, if one does occur, the sponsor will receive a credit for another event.

Approval of sponsorships shall be made within the sole discretion of the Village. The Village reserves the right to terminate any sponsorship at any time if, in the Village's sole discretion, continuation of the sponsorship is not in the best interests of the Village.

COMMITMENT FORM

Heritage Sponsor \$4,000

HomerFest

- Entertainment (4) \$10,000
- Fireworks (6) \$5,000
- Beer Tent (4) \$3,000
- Nightly Stage (3) \$1,000
- Family Dining Tent (4) \$500
- First Aid Station (1) \$500
- T-Shirt Special Needs Day \$500
- Gold \$500
- Silver \$300
- Bronze \$100

Market in the Glen

- Full Season \$1,000
- Four Weeks \$500
- One Week \$200

Chalk-It-Up

- Naming \$1,000
- Gold \$500
- Silver \$300
- Bronze \$100

Movie Under the Stars (all 3 movies)

- Exclusive Naming \$8,000 - **SOLD**
- ~~Gold \$500~~
- ~~Silver \$300~~
- ~~Bronze \$100~~

Harvest Bags Tournament

- Naming \$1,000
- Gold \$500
- Silver \$300
- Bronze \$100

Fall Activities

- Naming \$2,000
- Gold \$750
- Silver \$500
- Bronze \$200

Trunk or Treat

- Naming \$2,000
- Gold \$750
- Silver \$500
- Bronze \$200

Veterans Celebration

- Gold \$500
- Silver \$300
- Bronze \$100

Homer for the Holidays

- Naming \$5,000
- Gold \$1,000
- Silver \$600
- Bronze \$350



HomerFest sponsorships are sold on a first come, first served basis. To be included in all advertising, sponsorship materials must be received by April 3, 2021. The deadline for all sponsorships is June 1, 2021.

Level	Banner Size & Qty	Location
\$10,000	3' x 8' - 4 Total	Entrance, Stage, Fireworks Viewing Area and Committee Choice
\$5,000	3' x 8' - 4 Total	Stage, Fireworks Viewing Area and Committee Choice
\$3,000	2' x 8' - 1 Total	Beer Tent
\$1,000	2' x 6' - 1 Total	Stage for 1 Day, Fest Site for Remaining Days at Committee's Choice
\$500	2' x 4' - 1 Total	First-Aid Station, Family Dining Tent, Special Needs, or Committee Choice
\$300	2' x 4' - 1/2 Total	Committee Choice

Banners placed at Fireworks viewing site will be moved to other Fest location for remaining days.

MARKET IN THE GLEN

1st and 3rd Thursdays, May 20 - September 16 | Estimated Attendance: 200 per week



Locally-grown fresh produce, plants, baked goods, and gourmet products. The market also features live entertainment and family activities.

CHOOSE YOUR LEVEL OF SUPPORT

	FULL SEASON \$1,000	FOUR-WEEK \$500	ONE-WEEK \$200
LOGO PLACEMENT			
Logo & Link to website	●		
Social Media	●		
Flyer	●		
Spring/Summer Newsletter	●		
NAME PLACEMENT			
Press Release	●	●	
Eblast to patrons	●	●	
DAY OF EVENT			
Booth Space at Event	●	●	●
Sign displayed (supplied by VHG)	●	●	●

HOMERFEST

Thursday-Sunday, June 24-27

Estimated Attendance: 20,000



HomerFest is Homer Glen's premier annual summer festival with a reach of over 20,000 attendees. With family friendly entertainment, amusement rides, live music, a beer tent, food vendors and the best firework display in Illinois Magic Skies VIII. HomerFest has something for everyone!

Items Included	\$10,000	\$5,000	\$3,000	\$1,000	\$500	\$300	\$100
Logo on Entertainment Poster	●						
V.I.P. Experience	●						
Booth Space at Event	●	●					
Banner at Fest Entrance	●	●					
Logo on Fireworks Poster	●	●					
Recognition over on-site sound system and radio broadcast (5 mile radius)	●	●					
Banner on Entertainment Stage	●	●					
Banner at Fireworks Viewing area	●	●					
Logo on Advertisements	●	●	●				
Banner on Beer Tent	●	●	●				
Onstage Recognition throughout Each Day	●	●	●	●			
Onstage Recognition throughout Sponsored Day (TBD)	●	●	●	●			
Logo on Volunteer T-Shirts	●	●	●	●	●		
Banner at Fest Site	●	●	●	●	●	●	
Logo/link on Fest Website	●	●	●	●	●	●	●
Business Name Listing in "Thank You" Ad	●	●	●	●	●	●	●

MOVIE UNDER THE STARS

Fridays, July 16, 30, and August 13 | Estimated Attendance: 600 per movie



Movie Under the Stars is a family-friendly outdoor movie showing series with pre-show fun at Heritage Park. Food vendors on site with snacks available for purchase.

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$8,000	GOLD \$500	SILVER \$300	BRONZE \$100
LOGO PLACEMENT	SOLD			
Exclusive naming rights for event* "Presented by" your company on all promotions	●			
Logo & Link to website	●	●		
Social Media	●	●		
Flyer	●	●	●	
Spring/Summer Newsletter	●	●	●	
NAME PLACEMENT				
Press Release	●	●	●	
Eblast to patrons	●	●	●	
DAY OF EVENT				
Sign displayed on screen	●	●	●	
Recognition Announcement	●	●	●	●

**This is an exclusive sponsorship and once a naming sponsor is accepted, no other sponsorships will be accepted for this event.*

CHALK-IT-UP!

Saturday, August 7 | Estimated Attendance: 300



Join the Village for the fourth annual Chalk-It-Up! a free sidewalk chalk art contest on the sidewalks surrounding Homer Glen's largest park. Families, professional artists, amateur artists, students and anyone who just wants to chalk are welcome to leave their mark at the park!

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$1,000	GOLD \$500	SILVER \$300	BRONZE \$100
LOGO PLACEMENT				
"Presented by" plus logo on chalk bag (provided by VHG, max. 150 bags)	●			
Logo & Link to website	●	●		
Social Media	●	●		
Flyer	●	●		
Logo chalked on first square	●	●		
Spring/Summer Newsletter	●	●		
NAME PLACEMENT				
Press Release	●	●		
Eblast to patrons	●	●		
DAY OF EVENT				
Sign displayed (supplied by VHG)	●	●	●	
Marketing/Literature displayed at entrance	●	●	●	
Insert added to participant bag (supplied by Sponsor)	●	●	●	●
Recognition Announcement	●	●	●	●

HARVEST BAGS TOURNAMENT

Saturday, September 11 | Estimated Attendance: 200



This is a 21 and over double elimination bean bag tournament. Registration fee includes a meal. Participants may BYOB. Spectators are welcome and may purchase food from the food truck. Two prizes will be awarded - 1st place \$200 and 2nd place \$100.

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$1,000	GOLD \$500	SILVER \$300	BRONZE \$100
LOGO PLACEMENT				
"Presented by" your company on all promotions	●			
Logo & Link to website	●	●		
Social Media	●	●		
Flyer	●	●		
Fall/Winter Newsletter	●	●		
NAME PLACEMENT				
Press Release	●	●		
Eblast to patrons	●	●		
DAY OF EVENT				
Booth/table	●	●	●	
Sign displayed (supplied by VHG)	●	●	●	●
Recognition Announcement	●	●	●	●

FALL ACTIVITIES

October 1 - 31 | Estimated Attendance: 2,000



In conjunction with the annual Scarecrow Walk, Heritage Park is decorated with all things spooky the month of October. Over 2,000 residents visit the park during the month!

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$2,000	GOLD \$750	SILVER \$500	BRONZE \$200
LOGO PLACEMENT				
"Presented by" your company on all promotions	●			
Logo & Link to website	●	●		
Social Media	●	●		
Flyer	●	●		
Fall/Winter Newsletter	●	●		
NAME PLACEMENT				
Press Release	●	●		
Eblast to patrons	●	●		
DAY OF EVENT				
Sign displayed October 2-31 (supplied by VHG)	●	●	●	
Vehicle/booth space at Trunk or Treat and Scarecrow frame	●	●	●	●

TRUNK OR TREAT

Saturday, October 23 | Estimated Attendance: 2,000



Drop by for a free, ghoulish afternoon of trick-or-treating in our safe, family-friendly environment. Wear your costumes and meander our decorated, candy-filled vehicle trunks.

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$2,000	GOLD \$750	SILVER \$500	BRONZE \$200
LOGO PLACEMENT				
"Presented by" your company on all promotions	●			
Logo on treat bag (provided by VHG, max. 250 bags)	●			
Logo & Link to website	●	●		
Social Media	●	●		
Flyer	●	●		
Fall/Winter Newsletter	●	●		
NAME PLACEMENT				
Press Release	●	●		
Eblast to patrons	●	●		
DAY OF EVENT				
Sign displayed (supplied by VHG)	●	●	●	
Marketing/Literature displayed at entrance	●	●	●	
Recognition Announcement	●	●	●	●
Vehicle/Booth space at event	●	●	●	●

VETERANS CELEBRATION

Sunday, November 7 | Estimated Attendance: 500



Join us for a day of fun, family & food to Honor & Recognize all of those who are serving or that have served our country & their families!

CHOOSE YOUR LEVEL OF SUPPORT

	GOLD \$500	SILVER \$300	BRONZE \$100
LOGO PLACEMENT			
Logo & Link to website	●		
Social Media	●		
Fall/Winter Newsletter	●		
NAME PLACEMENT			
Press Release	●	●	
Eblast to patrons	●	●	
DAY OF EVENT			
Sign displayed (supplied by VHG)	●	●	
Marketing/Literature displayed at entrance	●	●	●
Recognition Announcement	●	●	●
Recognition in gift baskets distributed to Homer Glen Veterans	●	●	●

HOMER FOR THE HOLIDAYS

Saturday, December 4 | Estimated Attendance: 3,000



Ring in the Holiday Season with the Village of Homer Glen! Santa parade, snowman decorating contest, holiday crafts, seasonal refreshments, live music, and more! Be a part of the dazzling light display around Heritage Park's Active Core section. Residents will not want to miss this awesome exhibit of lights!

CHOOSE YOUR LEVEL OF SUPPORT

	NAMING \$5,000	GOLD \$1,000	SILVER \$600	BRONZE \$350
LOGO PLACEMENT				
"Presented by" your company on all promotions	●			
Inclusion in print Ad	●			
Sign at light display (first come, first serve placement)	●	●		
Social Media	●	●		
Fall/Winter Newsletter	●	●		
Flyer	●	●	●	
Logo & Link to website	●	●	●	
NAME PLACEMENT				
Press Release	●	●	●	●
Eblast to patrons	●	●	●	●
DECEMBER 4 - 31				
Sign displayed at entrance to park (supplied by VHG)	●	●	●	●
Sign in craft/activity room	●	●	●	●
Recognition Announcement at lighting event	●	●	●	●