2024

SPONSORSHIP

OPPORTUNITIES

MainStreet Libertyville hosts over 50 days of community and retail events each year, introducing thousands of people to all that our beautiful town has to offer. This booklet highlights how you can help in 2024.

MainStreet Libertyville is a 501(c)(3) nationally recognized and accredited volunteer based non-profit program whose mission is to preserve the character and promote downtown Libertyville. We rely on the generous contributions from our supporters and volunteers to achieve our mission.

Interested in supporting our efforts?

Please email promotions@mainstreetlibertyville.org

847.680.0336 www.mainstreetlibertyville.org

Preserving and promoting downtown Libertyville since 1989

As a nationally recognized non-profit, MainStreet Libertyville has supported Libertyville for **35 years** through the dedication of our passionate volunteers who provide over 3,600 volunteer hours each year.

Additionally, over 211 business members and 500 residential members contribute to community events, shopping and dining experiences, downtown roofline lighting and economic vitality activities.

Visit us online at mainstreetlibertyville.org

Make a Difference in Your Community!

Volunteer with MainStreet Libertyville.

MainStreet Libertyville has plenty of opportunities for community members and business owners to help plan and participate in our community and retail events. From behind-the scenes planning to day-of event management, we have service opportunities to fit everyone's interests and schedule. Join one of our volunteer-led committees or help at your favorite MainStreet community event.

Standing Committees

- **Design** – considers the physical and visual assets that sets our historic dowtown apart; assists businesses with projecting business signs; and educates the community about the importance of historic preservation.
- **Economic Vitality** – brainstorms with businesses and property owners to sustain economic vitality and attract new businesses to town; hosts business networking events; and develops and augments best practices for business members.
- **Organization** – creates and monitors membership campaign, sponsor development, volunteer recruitment and management, website development and fundraising events.
- **Promotions** – develops and directs all promotional events designed to enhance and attract visitors to downtown Libertyville like Let's Wine about Winter, Lunch in the Park and Dickens of a Holiday.
- **Social Media** – creates and shares social media that spreads awareness about MainStreet's volunteer opportunities, events, and business members on Facebook, Instagram and LinkedIn.

Event-specific opportunities:

- Let's Wine About Winter
- Car Fun on 21
- Farmers Market
- Lunch in the Park
- MainSweet Dessert Walk
- Annual Golf Outing
- Oktoberfest in Libertyville
- Dickens of a Holiday

Visit the MainStreet Libertyville website to submit a volunteer interest form or call the MainStreet Libertyville Office at (847) 680-0336 to let us know how you can help.

Saturday, February 17

Just in time to shake the winter blues, participants come downtown to spend an afternoon tasting wine and shopping. One of MainStreet's most popular events!

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Title Sponsor- $3,000

(Limited to 1 Sponsor)

- Name/Logo on LWAW banner displayed in Cook Park before/during the event
- Business logo listed in special recognition section in MainStreet Gazette and on MainStreet website with link to your business website.
- Name included in all advertising media and event publicity
- Logo on wine glasses distributed to each participant
- Special thank you in the shopping bags distributed to each participant
- Optional advertisement added to each shopping bag
- Special recognition on the wine menu/map distributed to each participant
- Optional table at a wine glass distribution site for promotional materials

Coupon Sponsor- $400

(1 available)

- Name/Logo on the Coupon Cards distributed to each participant
- Business logo added to MainStreet website with link to business website.

LWAW Event Sponsor- $150

- Business logo added to MainStreet website with link to business website.
- Sponsorship recognition in the shopping bags distributed to each participant
- Optional advertisement added to each shopping bag
- Sponsorship recognition on the wine menu/ map distributed to each participant
- $50 merchant participation fee waived for the event *(if applicable)*
- Mainstreet covers half the cost of the wine *(up to 2 cases per business – if applicable)*

May 15, June 19, July 17, August 21, September 18 6 – 9 pm

Each month Cook and Church Streets are filled with car enthusiasts and families who come downtown to admire the vintage cars, trucks and motorcycles on display.
PLUS Food - Live music – An ideal way to spend an evening!

All sponsor levels include business name listed in MSL Gazette
(distributed to over 12,000 households in 60048)

Level One - $1,500

- May display 2 vehicles on street
- Full page ad in schedules *(camera-ready artwork supplied by sponsor)*
- Logo listed on all print publicity
- Separate booth space near the MainStreet tent and opportunity to be in the MainStreet tent to distribute information about your company *(no selling of goods allowed)*
- Business name included in announcements during the event
- Logo listed in special recognition section in MainStreet Gazette and on MainStreet website
- Logo listed on the MainStreet webpage with link to your website
- Business name listed in press releases
- Name prominently displayed on signage at event

Level Two - $750 *(1 available)*

- ½ page ad will be printed in schedules *(camera-ready artwork supplied by sponsor)*
- Booth space near the MainStreet tent *(no selling of goods allowed)*
- May display 1 vehicle on street
- Business name included in announcements during the event
- Name prominently displayed on signage at event

Level Three - $350 *(unlimited)*

- ½ page ad in schedules *(camera-ready artwork supplied by sponsor)*
- Business name included in announcements during the event

Level Four - $250 *(unlimited)*

- Business card size ad in schedules *(camera-ready artwork supplied by sponsor)*
- Business name included in announcements during the event

Band Sponsor - $175 *(unlimited)*

- Business name listed on sign at band location

LIBERTYVILLE FARMERS MARKET

Thursdays, May 30, June 6, June 20 - Oct 17 7 am – 1 pm

Known as one of the longest running, highly popular Markets in Lake County, over 2000 shoppers come to Cook Park each week. Enjoy a selection of farm fresh produce, artisan foodstuffs, fresh flowers and even pet treats.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Level One - $800 *(5 available)*

- Prominent placement of business name on shirts worn by the Market Managers
- Business name/logo appears on all print publicity
- Business name included in press releases
- Business name will be listed on signage in prominent location at the event
- Opportunity to be in the MSL tent twice during the season to distribute information about your company *(no selling of goods allowed)*
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website

Level Two - $500 *(4 available)*

- Business name appears on shirts worn by the Market Managers
- Business logo appears on all print publicity
- Business name included in press releases
- Business name will be listed on signage in prominent location at the event
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website

Golf Cart - $750 *(1 available)*

The well-recognized golf cart, used to tote supplies, is on site at Farmers Market and Lunch in the Park.

- Business name will be featured on a large sign prominently displayed on the cart
- Business name and logo will be added to the Libertyville Farmer's Market website with link to your website

MainStreet Wagons - $200 *(11 available)*

The wagons are available each week to assist shoppers with transporting their purchases to their cars.

- Business name/logo will be featured on a sign displayed on the back of the wagon.

Health/Wellness* - $2,500

* Call for information about half-season and per appearance rates.

- Logo listed in special recognition section in MainStreet Gazette
- Appear at Farmers Market weekly using your own tent and table during the season to distribute information about your company *(no selling of goods allowed that compete with vendors)*
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website
- Must follow the Rules of Operation for MainStreet Libertyville Farmers Market

LUNCH In The Park

June 21 - August 16 11 am – 2 pm

Families, teens, even office workers fill picturesque Cook Park each week to enjoy lunch from local vendors and music provided by a local band. Special children's activities are featured in the Children's Entertainment tent each week.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Premiere Sponsor - $1,250

(1 available)

Sponsorship includes all Level One benefits plus a weekly social media post with business logo.

Band Sponsor - $175 *(unlimited)*

- Business name will be listed on sign prominently displayed near the stage
- Business name will be included in announcements at the event

Level One - $750 *(4 available)*

- "Prominent placement of name on shirts" worn by Lunch in the Park Mgr. and Lambs Farm clean-up crew
- Logo listed on all print publicity
- Business name listed on sign prominently displayed near the stage
- Business name included in announcements during the event
- Business name included in press releases
- Opportunity to share table space in the MainStreet tent twice to distribute information about your company *(no selling of goods allowed)*
- Business name/logo added to MainStreet webpage with link to your website

Children's Entertainment Sponsor - $125 *(unlimited)*

- Business name listed on sign displayed at the Entertainment tent
- Opportunity to provide an activity run by your staff in the Entertainment tent and distribute information about your company *(subject to dates available)*

Level Two - $400 *(5 available)*

- Business name appears on t-shirts worn by Lunch in the Park Mgr. and Lambs Farm clean-up crew
- Business name included in press releases
- Business name listed on sign prominently displayed near the stage
- Business name included in announcements during the event
- Logo listed on all print publicity

Experience MainSweet Dessert Walk

Saturday, August 3 Noon – 3 pm

Come downtown for an afternoon of browsing art at the David Adler Fine Arts Show in Cook Park, shopping and delicious treats from participating businesses! Sold out event draws over 150 people, appealing to families or "ladies day out".

All sponsor levels include business name listed in MSL Gazette
(distributed to over 12,000 households in 60048)

Bag Sponsor - $300

Too many desserts to sample in one afternoon? Bring them home in a bag provided by a sponsor.

- Logo to appear on gift bag distributed to each participant
- Optional advertisement/coupon added to each bag
- Sponsorship recognition on the dessert map distributed to each participant
- Business name appears in press releases
- Logo appears on all event posters
- Name listed on all event signage

Container Sponsor - $300
(1 available)

Too many desserts to sample in one afternoon? Bring them home in a container provided by a sponsor.

- Logo to appear on containers supplied to each participant
- Optional advertisement/coupon added to each gift bag provided to participants
- Sponsorship recognition on the dessert map distributed to each participant
- Business name appears in press releases
- Logo appears on all event posters
- Name listed on all event signage

Event Sponsor - $100 *(unlimited)*

- Optional advertisement/coupon added to each gift bag provided to the participants
- Sponsorship recognition on the dessert map distributed to each participant
- Business name appears in press releases
- Logo appears on all event posters
- Name listed on all event signage

GOLF OUTING

Monday, July 29

Spend a casual day at Glen Flora Country Club for golf, lunch, cocktail reception, dinner. Sponsors have the opportunity to offer games/raffles on the holes. Support MainStreet at this popular FUNdraiser!

All sponsors that are interested in promoting their business out on the golf course during the event will be provided with a table on a designated tee box.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Premier Sponsor - $3,000
(1 available)

- Top billing in all marketing ads and speaking engagements promoting the event
- Special signage in front location of the clubhouse entrance and in the dining room
- Business name/logo with link to your website listed prominently on the MainStreet website
- Top name listed on the consolidated list of sponsors on signage at the clubhouse
- Name/logo listed prominently in the dinner program and introduction during dinner
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 4 players, including cart, lunch, cocktail reception and dinner

Dinner Sponsor - $2,500
(1 available)

- Special signage in the clubhouse dining room and introduction during dinner
- Business name/logo with link to your website listed on Mainstreet website
- Logo listed prominently on all marketing ads
- Name listed prominently on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 4 players, including cart, lunch, cocktail reception and dinner

Cocktail Reception Sponsor - $1,350 *(1 available)*

- Special signage at the cocktail reception and introduction during dinner
- Business name/logo with link to your website listed on MainStreet website
- Name/ logo listed on all marketing ads
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/ logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 2 players, including cart, lunch, cocktail reception and dinner

Lunch Sponsor - $1,350
(1 available)

- Special signage at lunch and introduction during dinner
- Business name/logo with link to your website listed on MainStreet website
- Name and logo listed on all marketing ads
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/ logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 2 players, including cart, lunch, cocktail reception and dinner

Golf Cart Sponsor - $500
(2 available)

- Business name on every golf cart used throughout the day (signs are supplied)
- Business name/logo with link to your website listed on MainStreet website
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

Hole Sponsor - $300

- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

Beverage Cart - $750
(2 available)

- Business name on one beverage cart *(signs are supplied)*
- Business name/logo with link to your website listed on MainStreet website
- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

Hole in One Sponsor - $500
(plus cost of insurance) (4 available)

- You may purchase the insurance directly or we can acquire it for you with no markup
- Business name on one par 3 hole on the course
- Business name/logo with link to your website listed on MainStreet website
- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

Oktoberfest in Libertyville

Friday & Saturday, September 20 - 21
Family hours Saturday, September 21 from 2 - 4 pm

Dust off your lederhosen and say 'pretzel' because Oktoberfest is coming to Libertyville! Enjoy live music while sampling a fein selection of local brews and enjoy a traditional Bavarian bier sport like Hammerschlagen or Masskrugstemmen.

All sponsor levels include name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Unlimited sponsorship opportunities

Platinum Pretzel - $1,000 *(unlimited)*

- Two VIP tickets

Gold Pretzel - $750 *(unlimited)*

- Two General Admission tickets

Silver Pretzel - $500 *(unlimited)*

- Two General Admission tickets

Bronze Pretzel - $250 *(unlimited)*

- Two General Admission tickets

Interested in sponsoring a larger amount? Please contact the MainStreet Office.

Dickens of a Holiday

Saturdays, Dec. 7 & 14

During the holidays, the downtown is transformed into a scene out of Dickens. Many families make this event their holiday tradition! Santa and Mrs. Claus visit with the children in Cook Park. The Holiday Shoppe is a popular stop for children where they shop with assistance from the elves for everyone on their list. Each week 80 guests enjoy the elegant Victorian Tea served by hostesses in period costume with background music performed by local high school musicians.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Event Sponsor - $400 *(unlimited)*

- Business name included in announcements at Victorian Tea
- Business name listed on table tent signage *(Victorian Tea)*
- Logo or name on all print ads, posters, fliers
- Business name listed in press releases
- Business name listed in prominent position on all signage at all sites
- Opportunity to offer handout at Victorian Tea or Children's Holiday Shoppe
- Logo listed on MainStreet's webpage with link to your website

Victorian Tea - $200 *(unlimited)*

- Business name will be included in announcements
- Business name will be featured on table tent signage

The Children's Holiday Shoppe - $200 *(unlimited)*

- Name will be featured on signage at site

Visit with Santa - $200 *(unlimited)*

- Name will featured on signage at site

Music Sponsor - $175 *(2 available)*

- Name listed on signage by the musicians.

Experience our town and the over 50 days of events sponsored by the MainStreet Libertyville Organization

2024 Event Calendar

Let's Wine About Winter
Saturday, February 17,
1 - 4 pm

First Fridays
Mar 1, Apr 5, May 3,
June 7, July 5, August 2,
Sept 6, Oct 4, Nov 1, Dec 6
6 - 9 pm

Girls' Nights Out
April 18 & Oct 17
Thursdays, 6-9 p.m.

Car Fun on 21
May 15, June 19, July 17,
August 21, Sept. 18
6 – 9 pm
Church & Cook Streets

Farmers Market
May 30, *June 6*
June 20 – October 17
NO MARKET JUNE 13
7 am – 1 pm, Cook Park

Lunch in the Park
June 21 – August 16
11 am – 2 pm, Cook Park

Sidewalk Sales
July 19 & 20

Golf Outing
Monday, July 29

MainSweet Dessert Walk
Saturday, August 3
Noon – 3 pm
Cook Park

Oktoberfest In Libertyville
September 20 & 21
5 - 11 pm Friday & Saturday
2-4 pm Saturday - family hours

Trick Or Treat On Mainstreet
Friday, October 25
11 am - 2 pm

Small Business Saturday
Saturday, November 30

Dickens of A Holiday
Saturdays, December 7 & 14
10 am - 3 p.m.

Victorian Tea
Saturdays, December 7 & 14
11 am - 1 pm (tickets required)

MainStreet Libertyville, Inc. 150 E. Cook Ave. Ste. 102 • Libertyville, IL 60048 • 847.680.0336