

37th ANNUAL EAST PEORIA FESTIVAL OF LIGHTS

2021 SPONSORSHIP PACKAGES

East Peoria Chamber of Commerce/East Peoria Festival of Lights
201 Clock Tower Drive | East Peoria, IL 61611
P: 309.699.6212 | F: 309.699.6220 | www.epcc.org | www.folepi.org



Again this year, the East Peoria Chamber of Commerce and the City of East Peoria will partner to offer sponsorship packages for the East Peoria Festival of Lights. These packages are designed to help your business maximize its exposure for this amazing Holiday event that runs from November 25- January 3. In the past you have had the option of having a full color ad in the FOLEPI guide and/or sponsoring a float at Winter Wonderland. We want to give you the best of both options by offering you packages that include both, along with other incentives for your business. More than 30,000 vehicles come through Winter Wonderland each year! Don't miss out on the 2021 East Peoria Festival of Lights.

SPONSORSHIP LEVELS & PACKAGES

NORTH POLE SPONSOR \$2,500

Monday Night Spotlight Sponsor
Full page ad in the FOLEPI guide (Over 30,000 distributed)
Company name at the entrance of Winter Wonderland
Special North Pole Sponsor banner at the exit of Winter Wonderland
Sponsor sign at float of your choice in Winter Wonderland
Company logo and hyperlink on website (Chamber & City of EP)
Complimentary admission for 20 cars

JINGLE BELL SPONSOR \$1,750

Half-page ad in the FOLEPI guide (Over 30,000 distributed)
Company name on entrance banner to Winter Wonderland
Sponsor sign at float in Winter Wonderland
Company logo and hyperlink on websites (Chamber & City of EP)
Complimentary admission for 15 cars

RUDOLPH SPONSOR \$1,000

Quarter-page ad in the FOLEPI guide (Over 30,000 distributed)
Company name on entrance banner to Winter Wonderland
Sponsor sign at float in Winter Wonderland
Company logo on websites (Chamber & City of EP)
Complimentary admission for 10 cars

MISTLETOE SPONSOR \$500

Eighth-page ad in the FOLEPI guide (Over 30,000 distributed)
Company name on entrance banner to Winter Wonderland
Sponsor sign at float in Winter Wonderland
Company logo on websites (Chamber & City of EP)
Complimentary admission for 5 cars

FRIEND OF FOLEPI \$250

Company listed in FOLEPI guide (Over 30,000 distributed)
Company name on entrance banner to Winter Wonderland
Company logo on websites (Chamber & City of EP)
Complimentary admission for 2 cars

Please call the Chamber at
(309) 699-6212 to discuss
payment options.

Rick Swan 699-6212

Doug McCarty 427-7762

37th ANNUAL EAST PEORIA FESTIVAL OF LIGHTS

2021 SPONSORSHIP FORM

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Company Name _____
Contact Name _____
Address _____
City, State, Zip _____
Phone _____ Fax _____
Email _____

Full Page 7.625w x 9.875h	1/4 Page 3.687w x 4.812h vertical or 7.625w x 2.281h
1/2 Page 3.687w x 9.875 (V) or 7.625w x 4.812h (H)	1/8 Page 3.687w x 2.281h

Commitment to Advertise:

Commitment and ad proof due by Oct 20th.

Call the Chamber at (309) 699-6212 for payment options.
Please make checks payable to the East Peoria Chamber of Commerce
201 Clock Tower Dr., East Peoria, IL 61611. For your convenience,
payment will be processed through the Chamber.

Specifications:

8-3/8" x 10-7/4" magazine, saddle stitch. Full color front and back cover.
Only color ads available.

Art Work:

If you have questions concerning the layout and ad placement, please
contact the EPCC office at 699-6212.

Please Check Package Below:

North Pole Sponsor	\$2,500	_____
Jingle Bell Sponsor	\$1,750	_____
Rudolph Sponsor	\$1,000	_____
Mistletoe Sponsor	\$500	_____
Friend of FOLEPI	\$250	_____

FOLEPI Guide – Ad Only

Full page	\$1075
½ page	\$700
¼ page	\$425
1/8 page	\$275

Contact Chamber Office – 699-6212

Winter Wonderland – Float only

Contact Doug McCarty 427-7762

Distribution:

Over 30,000 copies printed and distributed throughout the community in high-traffic locations and at Winter Wonderland. The guide will be distributed the week of November 15, 2021, and is posted to several websites such as epcc.org, cityofeastpeoria.com, welcometoeastpeoria.com and discoverpeoria.org.

If payment arrangements are accepted by the East Peoria Chamber of Commerce and it becomes necessary to use an agency or attorney for collection, customer agrees to pay for all collection and court costs, interest at the judgment rate (from date of invoice) and all attorney fees incurred. EPCC is not responsible for delays in delivery due to Acts of God. Customer is responsible for compliance with all applicable federal, state and/or local laws and regulations concerning the content and terminology of customer's written editorials and advertisements used within the publication. Customer agrees that all written editorial submitted for publication are original and are free from any copyright infringement dispute. Publication of editorial submission are at the discretion of EPCC. This contract or a facsimile of this contract becomes effective upon approval by the EPCC, and is legal, binding, valid, and cannot be cancelled.

Authorized Signature _____ Date: _____