BUCKTOWN COMMUNITY ORGANIZATION

PROUDLY PRESENTS

THE BUCKTOWN GARDEN WALK & BLOCK PARTY
JULY 13-14, 2019

JOIN US IN A CELEBRATION OF NATURE AND COMMUNITY.
PLAY! EXPLORE! STAY ALL DAY!

FEATUREING LIVE MUSIC, BEER & ROSE GARDENS, FOOD TRUCKS, CHILDREN'S FEST, PETTING ZOO AND BUCKTOWN'S GREATEST GARDENS.

Our unique summer celebration welcomes thousands of visitors to Bucktown. Headquartered in central Bucktown, with high visibility from the 606, we reach dedicated garden walkers from all over the city, families that live in and around the neighborhood, and city dwellers wanting to find out what Bucktown has to offer. Don't miss this opportunity to put your brand on display and connect with our community.
Become a Sponsor of the 15th Annual 2019 Bucktown Garden Walk & Block Party!
Saturday & Sunday, July 13th & 14th 10am - 6pm

The Bucktown Garden Walk & Block Party is our premiere neighborhood event. For one special weekend, we come together in a celebration of nature and community. This unique event reflects and benefits the Bucktown neighborhood and highlights our local businesses. Bucktown residents open their personal green spaces and exclusive gardens to the public to showcase our neighborhood. Garden walkers from across the city and suburbs come to view our urban gardens. The Garden Walk Headquarters is host a large Children’s Fest and Block Party which features entertainment, refreshments, local businesses and fun for all ages. All members of our vibrant community are invited to gather in the park for the festivities, tour the neighborhood and celebrate what makes Bucktown special.

The Garden Walk is held throughout Bucktown, a one square mile neighborhood. Last year’s 2018 Garden Walk drew over 3,500 visitors. This year will provide continued strong visibility with our popular Children’s Fest, expanded Block Party and Churchill Park Headquarters activities and entertainment. The event is promoted heavily through local targeted newsletters, various event and social media platforms, specific gardening publications and programs.

We need our local businesses’ and organizations’ involvement to make this one of a kind community-wide event a success. Becoming a sponsor is an ideal way to promote your organization to the neighborhood residents and visiting garden walkers. More importantly, sponsoring the Garden Walk is an opportunity to give back to the community who support local businesses. Proceeds from the event are used directly to benefit neighborhood beautification projects, local parks, neighborhood schools, tree planting, green initiatives and our Bucktown Community Grant program.

How you can get involved:

Advertise! Purchase an ad in our Guidebook. Guidebooks are given out for the price of admission to the event $5. Revenue from sponsors' ads publish the Garden Walk guidebook and all proceeds go into the Garden Walk grant fund. This advertising book contains the only printed map, serves as a guide for the walk, provides garden descriptions and the printed entertainment schedule for the event. Ads allow you to promote your business, offer a special promotion and capture unique business during the weekend event. We have repriced our guidebooks to reach more visitors and double our impressions from previous years.

Be a Table Sponsor! Sponsors can promote their business as a table participant in the Children’s Fest or Block Party as well on the event website, press, and in social media leading up to the event throughout the summer. These spots are limited.. Please secure your table as soon as possible

Be a Headline Sponsor! Becoming a headline sponsor will give you top billing for the event and allow your company a premium advertising spot, as well as regular promotion as an event sponsor on signage, social media and all printed material. Spots are limited.

The event is produced by the Bucktown Community Organization, a 501-C3 non-profit organization providing valuable services for the local community. Event sponsors have the ability to reach a very desirable local demographic. Sponsorship packages are varied in price and can be customized.
### Bucktown Garden Walk & Block Party Sponsorship Options

**Headline Sponsor $1000+**
- Full Page Ad + Logo on Promotional Posters, Banners and Event marketing material. 1000+ guidebooks to be sold and distributed. Thousands of postcards to be distributed throughout neighborhood and city. Event posters and banners placed throughout city in months leading up to event.
- Recognition as a headline sponsor of the Bucktown Garden Walk
- Premier placement on all promotional materials
- Naming rights to be negotiated, including children’s fest, block party and stage naming rights (if available) (see below)
- Category Exclusivity
- Business and Location featured on centerfold map of guidebook (if applicable)
- Table sponsor spot at Children’s Fest or Block Party with premium location
- Inclusion in press releases and media alerts
- Annual BCO Business sponsorship included

**Customized Sponsorship exclusive recognition opportunities include:**
- **Trolley Sponsorship** - Your brand to exclusively be recognized on Trolley map signs posted throughout neighborhood and banner signage on trolley. $1000
- **Garden Walk Promotional Direct Mail** - placed throughout neighborhood and given to participating gardens in weeks leading up to event (“Garden Walk Presented by (Your Brand)”) $1000+
- **Block Party Stage Sponsorship** - Exclusive Sponsorship Opportunity to have branding rights to host afternoon entertainment in block party/park venue as sub-event of Garden Walk. Can host tables in park. Entertainment will be secured. $2000
- **Wristbands** - Have your name and logo printed on all wristbands $1200

**Community Tent** - Sponsor a play area for our local public schools and non-profit organizations donating time to participate in the Children’s Fest. Includes logo recognition and thank you signage.
- **Performance** - Sponsor a performance for the Children’s Fest or Block Party. Logo printed on all entertainment schedules and announced before performance. $100+
- **“Garden in Progress” Signs** - displayed at 100+ gardens and public locations throughout Bucktown for months leading you up to event. $1300
- **Guidebook Premium Ad Space** - 700 guidebooks to be sold and distributed, Back Cover Full Page Ad Space; Additional inside cover and centerfold full page ad space. $1000 Double page ad available at additional cost.

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<thead>
<tr>
<th>Bucktown Ambassador $800</th>
<th>Bucktown Leader - Table Sponsor $500</th>
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<tr>
<td>Full Page Ad in Guidebook</td>
<td>1/2 Page Ad in Guidebook</td>
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<tr>
<td>Logo on Promotional Posters, Banners and Event marketing material.</td>
<td>Table Sponsor at Children’s Fest or Block Party at Churchhill Park Headquarters (10'x10' space available)</td>
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<td>Vendor and Display Opportunities available.</td>
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<td>Premier placement on promotional materials</td>
<td>Entertainment and Stage presentation opportunities available</td>
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<td>Promotion on social media and direct mail pieces and placement on our event webpage</td>
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**Guidebook Advertiser (ad only):**
- Place a coupon or advertisement in the official Garden Walk Guidebook. It contains the only printed garden map, serves as a guide for the garden walk, provides garden descriptions and the printed entertainment schedule.
  - $800 - full page
  - $400 - 1/2 page
  - $200 - 1/4 page
  - $100 - 1/8 page in special Friends of Bucktown section

**Bucktown Restaurant Guidebook Advertiser & Patio Guide $150+:**
- The Guidebook will feature a list of alfresco and open air dining options in the neighborhood next to and marked on the centerfold map. Starting at $150 for 1/8 page ad and guide listing. (spots limited)

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Booth space is NOT assigned and reserved until sponsorship is confirmed and payment and signed sponsorship agreement received.
- Sponsor may NOT move their booth space at any time throughout the festival.
- Sponsors are responsible for their own signage, tables and equipment; Sponsors may participate in a bulk rental order for tents, tables and equipment. The event does not provide running water or lights.
- Canopies must be properly weighted down, and Sponsors should remove their canopies overnight. • Participants may ONLY market from their assigned space.
- NO water or soda sales are permitted.

**In Kind Donations:**
Sponsorship benefits will be awarded at the value equivalent to the dollar value of the donation.
- Printing
- Advertising
- Equipment Rentals - Dumpsters, Fencing, Port o Lets
- Signage
- Performance
- Ice/Food
- Walkie-Talkies

*Sponsors at all Levels are listed in the Guidebook inside cover sponsor list by donation level*

Customized sponsorship opportunities are available. If you would like to be a participant in the Children’s Fest, Block Party or Churchill Park Headquarters, we can work together to build a promotion and visibility plan that works for your company. Trade sponsorship opportunities are available in exchange for value added activities and giveaways to participants.
SPONSORSHIP REGISTRATION FORM

Please choose one of these options for your support and recognition:

Advertiser Only: □ ⅛ page ($100) □ ¼ page ($200) □ ½ page ($400) □ full page ($800)

Table Sponsor:
□ Leader ($500)
□ Ambassador ($800)
□ Restaurant Patio Guide (+$50)
□ Headline Sponsor - interested in opportunity: __________________________ Cost: $______
□ Table Sponsor - proposed activity: __________________________________________________
□ In-Kind Donation - details: _________________________________________________________
□ Interested in Vending Opportunity

Do you have your own branded tent? □ Yes
To Participate in our Bulk rental order, please indicate your needs:
□ Tent space 10x10 ($45) □ 6 ft table ($10 ea) □ Chair ($2 ea) How many?: ______

Business Name: Contact:
________________________________________________________
Address:
________________________________________________________
E-Mail: Phone:
________________________________________________________
Signature: Date:
________________________________________________________

Please submit artwork per specifications to garden@bucktown.org by June 14, 2019

Payment Can be made by credit card or check. Payment is due at time of sponsorship submission. Sponsorship Deadline is May 17th for full promotional benefits. For payment, help and questions, contact:

Meredith Flagstad garden@bucktown.org or 773-499-8888

This form and more details about the event can be found at www.bucktown.org/garden-walk.
Checks are to be made payable to Bucktown Community Organization and mailed to:
Bucktown Community Organization - 1658 N. Milwaukee, Box #520, Chicago, IL 60647