



Hampshire Coon Creek Country Days, Inc.

234 S. State Street, PO Box 927, Hampshire, IL 60140
224-402-3273

Dear Friend,

We are excited to announce the 35th Anniversary of Hampshire's Coon Creek Country Days!

Yes, Summer 2017 marks the 35th year that Hampshire residents have come together to plan and hold the town's largest annual event—Coon Creek Country Days! And we are delighted to share with you that our list of sponsors keeps growing, largely due to the **501(c)(3)** status we were granted in 2015, but also due to the improvements the Committee has made these last two years. After operating for so many years without our 501(c)(3) status, we continue to appreciate our many new sponsors that have come on board.

Here's a snapshot of how things have grown:

- In 2014 we earned 40 sponsors.
- In 2015 we received our **501(c)(3)** status and earned 59 sponsors.
- Then, in 2016, we earned 66 sponsors—52 who agreed to come back, plus 14 new sponsors!
- For 2017? That's up to you!

So how would this benefit you as a potential supporter in 2017? This means that all your donations, sponsorships and in-kind gifts would be tax deductible in accordance with the IRS code. We think Coon Creek Country Days has proven itself to be a sound investment for the marketing dollars of the organizations that sponsor us.

This year's festival is set for August 3 to 6. We ask that you save the dates and plan on attending. We would be honored to have your participation as both a sponsor and an attendee.

Coon Creek Country Days, Inc. is a 501(c)(3) organization formed to host our annual festival, which raises money for community service organizations in and around Hampshire. With 2016 proceeds we supported eight organizations—American Legion and VFW Posts of Hampshire; Burlington-Hampshire Area Food Pantry; Golden Diners, which serves healthy meals to the elderly; Hampshire Fraternal Order of Police's Shop with a Cop program; Hampshire High School Band; Hampshire Lions Club; and Medinah Shriners. The Coon Creek Country Days Committee members who work throughout the year, and all the many community supporters who work at the four-day event, do so strictly on a volunteer basis.

To meet our goal and provide even more donations in 2017, we respectfully request your participation as a sponsor for the 2017 festival. Our sponsorship packages offer a variety of commitment levels and will promote your business or organization to thousands of festival-goers during a four-day period. The details of the sponsorship packages are set forth in the following pages. We appreciate your consideration and support.

In the meantime, we welcome any questions you may have about the sponsorships. At your convenience, please review the enclosed materials and a member of our Sponsorship Subcommittee will follow up with you after April 28 to answer questions or provide additional information.

Regards,

Coon Creek Country Days Committee
224-402-3273 (Carl Palmisano, president)

Coon Creek Country Day's Inc. is a 501(c)(3) organization



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Hampshire Coon Creek Country Days Sponsorship Levels—2017

Topaz Sponsor: Up to \$100

- Inclusion in the Sponsor Honor Roll Banner;
- Inclusion in the 8.5" x 11" tri-fold brochure located at businesses throughout the Hampshire area; and
- A placement on the HCCCD website.

Jade Sponsor: \$100

- Topaz features, plus:
 - One (1) HCCCD 2017 edition t-shirt.

Opal Sponsor: \$250

- Jade features, plus:
 - Inclusion in the Festival Program handout; and
 - HCCCD Hospitality Booth: joint marketing for four (4) days where your organization or business' coupons/flyers/brochures will be distributed.

Emerald Sponsor: \$500

- Opal features, plus:
 - One (1) 2' x 5' full-color banner with your logo and sponsorship level displayed down the main aisle of the Main Stage (*sponsor to keep banner*);
 - One (1) free entry as a participant in the parade;
 - Two (2) mentions per day—from the public address system throughout the festival—about your business or organization; and
 - \$25 in Coon Creek Cash (voucher that can be used for food, beverage and the carnival)

Ruby Sponsor: \$1,000

- Emerald features, plus:
 - One (1) 4' x 4' banner—upsized from the Emerald package and displayed on the Main Stage;
 - Inclusion in the full-page HCCCD newspaper display ad placed two (2) days prior to the festival;
 - Two (2) additional mentions per day (total of 4 per day) from the public address system; and
 - An additional \$75 in Coon Creek Cash (total of \$100).



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Sapphire Sponsor: \$2,500

- Ruby features, plus:
 - One (1) free booth space in the crafter area—10' x 10';
 - Two (2) additional mentions per day (total of 6 per day) from the public address system;
 - An additional \$50 in Coon Creek Cash (total of \$150); and
 - One (1) additional HCCCD 2017 edition t-shirt for a total of two (2).

Diamond Sponsor: \$5,000

- Sapphire features, plus:
 - One (1) 8' x 4' banner upsized from the Sapphire package (replaces 4' x 4');
 - One (1) 2' x 5' full-color banner with your logo and sponsorship level displayed down the main aisle of the Main Stage (*sponsor to keep banner*);
 - Two (2) VIP Backstage Access Passes for all the musical entertainment;
 - Two (2) additional mentions per day (total of 8 per day) from the public address system; and
 - An additional \$50 in Coon Creek Cash (total of \$200).

Please complete the Sponsor Form attached, including your sponsorship level selection, to the *Hampshire Coon Creek Country Days Committee* at the address below:

234 S. State Street, PO Box 927, Hampshire IL 60140.

For those sponsorship levels that contain special mention throughout the festival, please complete the Public Address Daily Announcements Form also attached, and return it with the Sponsor Form.

To ensure receiving all of the above features, especially those containing advertising and time-sensitive printing, please mail your sponsorship form together with all pertinent forms and payment no later than June 19, 2017.

For any questions, please contact Carl Palmisano 224-402-3273.



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Sponsor Form

Contact Name: _____

Company Name: _____

Street Address: _____

City, State, Zip: _____

Day Phone: _____ Evening Phone: _____

Email Address: _____

Amount Enclosed: \$ _____

Sponsor Level

- Diamond Sponsor - \$5,000
- Sapphire Sponsor - \$2,500
- Ruby Sponsor - \$1,000
- Emerald Sponsor - \$500
- Opal Sponsor - \$250
- Jade Sponsor - \$100
- Topaz Sponsor - *Any amount you can give*

Please indicate what size shirt you prefer: Small Medium Large Extra Large

Please mail the completed form together with payment to:

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If you have any questions, please contact Carl Palmisano at 224-402-3273.



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Sponsor Public Daily Announcement Form

Company Name: _____

Sponsor Level

- Diamond Sponsor
- Sapphire Sponsor
- Ruby Sponsor
- Emerald Sponsor
- Opal Sponsor

Please provide your announcement:
