



## Hampshire Coon Creek Country Days, Inc.

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

Dear Friend,

### It's that time again! The 36<sup>th</sup> Annual Hampshire's Coon Creek Country Days!

What is the single largest event in Hampshire that brings in folks from all over the area? Why, it's **Hampshire Coon Creek Country Days**, of course! Plans are in full swing for our 2018 festival, and we are delighted to share with you that last year was a huge success on several fronts.

- We celebrated our 35<sup>th</sup> Anniversary!
- We successfully moved from our longstanding location to the much larger Veteran's Park in downtown Hampshire.
- We implemented many ideas from our 2016 survey, such as bringing back favorite bands, a wider selection of food vendors, improved parking, more lighting, parade prizes, more crafters—and more variety in the beer tent!

Now that we're busy organizing 2018, we invite you to be part of it.

**So how would this benefit you as a potential supporter in 2018?** This means that all your donations, sponsorships and in-kind gifts would be tax deductible in accordance with the IRS code. We think Hampshire 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 2 to 5. 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 2017 proceeds we supported seven organizations:

- Burlington-Hampshire Area Food Pantry
- Golden Diners, which serves healthy meals to the elderly
- Hampshire Fraternal Order of Police *Shop with a Cop* program
- Hampshire High School Band
- Hampshire Lions Club
- Hope Reins (equine therapy)
- VFW of Hampshire

To meet our goal and provide even more donations in 2018, we respectfully request your participation as a sponsor for the 2018 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 call with any corners or questions.

Regards,

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

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## Hampshire Coon Creek Country Days Sponsorship Levels—2018

### Topaz Sponsor: \$75 to \$99

- 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 to \$249

- Topaz features, plus:
  - One (1) HCCCD 2018 edition t-shirt.

### Opal Sponsor: \$250 to \$499

- 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 to \$999

- 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 to \$2,499

- 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 to \$4,999**

- 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 2018 edition t-shirt for a total of two (2).

**Diamond Sponsor: \$5,000 & over**

- 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 1<sup>st</sup>, 2018.

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:

Hampshire Coon Creek Country Days, 234 S State Street, P.O. Box 927, Hampshire IL 60140

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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:

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