



Hampshire Coon Creek Country Days, Inc.

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

Dear Friend of Coon Creek Country Days,

Planning is well under way for Coon Creek 2020—the single largest event in Hampshire that brings together friends, family and folks from all over the area!

Due in large part to your generous support, we were able to “up our game” in 2019, including bringing in some new bands that were a big draw. For the **38th Annual Hampshire Coon Creek Country Days**, we’re going to “up it” again—with more new bands (like Bella Cain, with their premier 3-hour sound and light show) and additional activities to draw in families. We are confident that 2020 will be one of our biggest years yet in terms of attendance, and we would truly value you joining us again this year.

This year’s festival is set for July 30 to August 2. For 2020, we ask that you once again save the dates and plan on attending. We would be honored to have your participation as both a sponsor and an attendee.

We trust that Hampshire Coon Creek Country Days has proven itself to be a sound investment for the marketing dollars you spend. **How can an HCCCD sponsorship continue to benefit you in 2020?**

- All your donations, sponsorships and in-kind gifts are tax deductible in accordance with the IRS code.
- The same great core team of volunteers that has made the Fest so successful since 2015 is in place for 2020.
- We continue to provide sponsorship levels to fit all budgets.
- Our sponsorship packages promote your business or organization to thousands of festival-goers.

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 2019 proceeds we supported six organizations:

- American Legion Post 680
- Burlington-Hampshire Area Food Pantry
- Hampshire Fraternal Order of Police *Shop with a Cop* program
- Hampshire High School Marching Band
- The Ranch of Hope Reins
- VFW of Hampshire

To make 2020 the most prosperous festival yet, we respectfully request your participation once more as a sponsor. The details of the sponsorship packages are set forth in the following pages.

In the meantime, we welcome any questions you may have about sponsorships. At your convenience, please review the enclosed material and do not hesitate to call with any questions or concerns or if you need additional information.

Regards,

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



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Hampshire Coon Creek Country Days Sponsorship Levels—2020

Topaz Sponsor: Up to \$100

- Inclusion in the Sponsor Honor Roll Banner;
- Inclusion in the downloadable brochure located at hcccd.com; and
- A placement on the HCCCD website.

Jade Sponsor: \$100

- Includes all the Topaz features, plus:
 - One (1) HCCCD 2020 edition t-shirt.

Opal Sponsor: \$250

- Includes all the Jade features, plus:
 - HCCCD Hospitality Booth: joint marketing for four (4) days where your organization or business' coupons/flyers/brochures will be distributed.

Emerald Sponsor: \$500

- Includes all the Opal features, plus:
 - One (1) 2' x 5' full-color banner with your logo and sponsorship level displayed at the Fest's main entrance (*sponsor to keep banner*);
 - One (1) free entry as a participant in the parade;
 - Throughout the festival, announcements about your business or organization from the public address system; and
 - \$25 in Coon Creek Cash (voucher that can be used for food, beverage and the carnival).

Ruby Sponsor: \$1,000

- Includes all the Emerald features, plus:
 - One (1) 4' x 4' full-color banner, upsized from the Emerald package; displayed at the Fest's main entrance;
 - Inclusion in multiple HCCCD newspaper display ads placed within seven (7) days prior to the Fest;
 - Throughout the Fest, multiple announcements about your business or organization from the public address system; and
 - An additional \$75 in Coon Creek Cash (total of \$100).



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Sapphire Sponsor: \$2,500

- Includes all the Ruby features, plus:
 - One (1) free booth space in the crafter area—10' x 10';
 - Throughout the Fest, numerous announcements about your business or organization from the public address system;
 - An additional \$50 in Coon Creek Cash (total of \$150); and
 - One (1) additional HCCCD 2020 edition t-shirt for a total of two (2).

Diamond Sponsor: \$5,000

- Includes all the Sapphire features, plus:
 - One (1) 4' x 8' full-color banner, upsized from the Sapphire package (replaces 4' x 4');
 - One (1) additional 2' x 5' full-color banner with your logo and sponsorship level displayed at the Fest's main entrance (*sponsor to keep banner*);
 - Two (2) VIP Backstage Access Passes for all the musical entertainment;
 - Throughout the Fest, a premier number of announcements about your business or organization from the public address system; and
 - An additional \$50 in Coon Creek Cash (total of \$200).

6 New Sponsorship Opportunities for 2020!

Pony & Petting Zoo Sponsor: \$1,500 (Saturday and Sunday)

- Inclusion in the Sponsor Honor Roll Banner;
- One (1) 4' x 4' full-color banner with your logo and sponsorship level displayed at the Fest's main entrance (*sponsor to keep banner*);
- One (1) 4' x 6' full-color color banner with your logo and sponsorship level displayed at the petting zoo (*sponsor to keep banner*);
- Inclusion in the downloadable brochure located at hcccd.com;
- A placement on the HCCCD website;
- HCCCD Hospitality Booth: joint marketing for four (4) days where your organization or business' coupons/flyers/brochures will be distributed.
- Throughout the festival, multiple announcements about your business or organization from the public address system;
- Inclusion in multiple HCCCD newspaper display ads placed within seven (7) days prior to the Fest;
- Two (2) HCCCD 2020 edition t-shirts;
- One (1) free entry as a participant in the parade; and
- \$125 in Coon Creek Cash (voucher that can be used for food, beverage and the carnival).



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Beer Garden Sponsor (Thursday/Friday): \$3,000

- Includes all the features of the Pony & Petting Zoo sponsorship, plus:
 - Four (4) 4' x 10' full-color banners (three inside/one outside) the Beer Garden (replaces one 4' x 4' banner at the Fest's main entrance);
 - Throughout the festival, numerous announcements about your business or organization from the public address system; and
 - An additional \$50 in Coon Creek Cash (total of \$175).

Beer Garden Sponsor (Saturday/Sunday): \$3,000

- Includes all the features of the Friday/Saturday Beer Tent sponsorship.

Beer Garden Sponsor (Thursday to Sunday, with a \$1,000 discount for all 4 days): \$5,000

- Includes all the features of the Thursday/Friday or Saturday/Sunday Beer Garden sponsorship, plus:
 - Two (2) VIP Backstage Access Passes for all the musical entertainment;
 - Throughout the Fest, a premier number of announcements about your business or organization from the public address system; and
 - An additional \$25 in Coon Creek Cash (total of \$200).

Disclaimer

To maintain exclusivity, in the event the \$5,000 Beer Garden sponsorship is purchased before either of the two \$3,000 Beer Garden sponsorships, the two \$3,000 Beer Garden sponsorships become unavailable. Alternatively, if either of the \$3,000 Beer Garden sponsorships are purchased before the \$5,000 sponsorship, the \$5,000 sponsorship becomes unavailable.

Fireworks Sponsor: \$5,000

- Includes all the features of the Diamond sponsorship.

Stage Sponsor: \$5,000

- Includes all the features of the Diamond sponsorship.

Please complete the Sponsor Form attached, including your sponsorship level selection, to: **Hampshire Coon Creek Country Days Committee, 234 S. State Street, PO Box 927, Hampshire IL 60140.**

For those sponsorship levels that contain special mentions throughout the Fest, 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, please mail your sponsorship form together with all pertinent forms and payment no later than June 12, 2020.



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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

- Beer Garden Sponsor (Thursday to Sunday) - \$5,000
- Stage Sponsor - \$5,000
- Fireworks Sponsor - \$5,000
- Diamond Sponsor - \$5,000
- Beer Garden Sponsor (Thursday/Friday) - \$3,000
- Beer Garden Sponsor (Saturday/Sunday) - \$3,000
- Sapphire Sponsor - \$2,500
- Pony & Petting Zoo Sponsor (Saturday/Sunday) - \$1,500
- Ruby Sponsor - \$1,000
- Emerald Sponsor - \$500
- Opal Sponsor - \$250
- Jade Sponsor - \$100
- Topaz Sponsor - *Any amount you can give*

If a t-shirt is included in your sponsorship package, 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 If you have any questions, please contact Carl Palmisano at 224-402-3273

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

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Sponsor Public Daily Announcement Form

Company Name: _____

Sponsor Level

- Diamond Sponsor
- Sapphire Sponsor
- Ruby Sponsor
- Emerald Sponsor
- Opal Sponsor
- Pony & Petting Zoo Sponsor
- Beer Garden Sponsor (Thursday/Friday)
- Beer Garden Sponsor (Saturday/Sunday)
- Beer Garden Sponsor (Thursday to Sunday)
- Stage Sponsor
- Fireworks Sponsor

Please provide your announcement:
