MainStreet Libertyville hosts over 50 days of community and retail events each year, introducing thousands of people to all that our beautiful town has to offer. This booklet highlights how you can help in 2020.

MainStreet Libertyville is a 501(c)(3) nationally recognized and accredited volunteer based non-profit program whose mission is to preserve the character and promote downtown Libertyville. We rely on the generous contributions from our supporters and volunteers to achieve our mission.

Interested in supporting our efforts? Please email promotions@mainstreetlibertyville.org

847.680.0336  www.mainstreetlibertyville.org
May 20, June 24, July 15, August 19, Sept. 16  6 – 9 pm

Each month Cook and Church Streets are filled with car enthusiasts and families who come downtown to admire the vintage cars, trucks and motorcycles on display. PLUS Food - Live music – An ideal way to spend an evening!

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

**Level One - $1,500**
- May display 2 vehicles on street
- Full page ad in schedules (camera-ready artwork supplied by sponsor)
- Logo listed on all print publicity
- Separate booth space near the MainStreet tent and opportunity to be in the MainStreet tent to distribute information about your company (no selling of goods allowed)
- Business name included in announcements during the event
- Logo listed in special recognition section in MainStreet Gazette and on MainStreet website
- Logo listed on the MainStreet webpage with link to your website
- Business name listed in press releases
- Name prominently displayed on signage at event
- Business name announced during facebook video live prior to event
- Chairman's Award sponsor

**Level Two - $750 (1 available)**
- ½ page ad will be printed in schedules (camera-ready artwork supplied by sponsor)
- Booth space near the MainStreet tent (no selling of goods allowed)
- May display 1 vehicle on street
- Business name included in announcements during the event
- Name prominently displayed on signage at event

**Level Three - $350 (unlimited)**
- ½ page ad in schedules (camera-ready artwork supplied by sponsor)
- Business name included in announcements during the event

**Level Four - $250 (unlimited)**
- Business card size ad in schedules (camera-ready artwork supplied by sponsor)
- Business name included in announcements during the event

**Band Sponsor - $150 (unlimited)**
- Business name listed on sign at band location
Saturday, June 13  10 am – 3 pm

This annual event, featuring architecturally and historically noteworthy homes, attracts over 200 visitors each year. Chat with the owners about the history of the home and its architectural style. A keepsake brochure with a detailed description of the homes is provided.

All sponsor levels include business name listed in MSL Gazette
(distributed to over 12,000 households in 60048)

Premier Sponsor - $600 (unlimited)

- Business name prominently featured on signage at the information tent in Cook Park where attendees must pick up the Home Tour brochure
- Business logo listed on posters and in brochure
- Receive 15 ticket admission coupons ($300 value). Booklets and wristbands must be picked up in Cook Park on the day of the event.
- Booth/table space near the MSL tent to distribute information about your company (no selling of goods allowed)
- Business name listed in press releases
- Business name/logo listed on MainStreet webpage with link to your website

Event Sponsor - $300 (unlimited)

- Business name featured on signage at the information tent in Cook Park where attendees must pick up the Home Tour brochure
- Business logo listed on posters
- Business name listed in brochure
- Business name listed in press releases
- Business name/logo listed on MainStreet webpage with link to your website
- Full page ad in brochure

Home Tour Brochure Ads

A keepsake of the event with history and pictures of the homes.

- Back page $250
- Full page $200
- ½ page $100
- ¼ page $50
- Business Card Size
  - One Side $25
  - Two Sides $40

All ad artwork must be at least 300 dpi and in jpeg or pdf format.
Level One - $800 (3 available)

- Prominent placement of business name on shirts worn by the Market Managers
- Business name/logo appears on all print publicity
- Business name included in press releases
- Business name will be listed on signage in prominent location at the event
- Opportunity to be in the MSL tent twice during the season to distribute information about your company (no selling of goods allowed)
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website

Golf Cart - $750 (1 available)

The well-recognized golf cart, used to tote supplies, is on site at Farmers Market and Lunch in the Park.

- Business name will be featured on a large sign prominently displayed on the cart
- Business name and logo will be added to the Libertyville Farmer’s Market website with link to your website

MainStreet Wagons - $200

The wagons are available each week to assist shoppers with transporting their purchases to their cars.

- Business name/logo will be featured on a sign displayed on the back of the wagon.

Level Two - $500 (4 available)

- Business name appears on shirts worn by the Market Managers
- Business logo appears on all print publicity
- Business name included in press releases
- Business name will be listed on signage in prominent location at the event
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website

Health/Wellness - $2,500 (2 available)

- Logo listed in special recognition section in MainStreet Gazette
- Appear at Farmers Market weekly using your own tent and table during the season to distribute information about your company (no selling of goods allowed that compete with vendors)
- Business name/logo will be added to the Libertyville Farmers Market website and MainStreet webpage with link to your website
- Must follow the Rules of Operation for MainStreet Libertyville Farmers Market
June 26 – August 21  11 am – 2 pm

Families, teens, even office workers fill picturesque Cook Park each week to enjoy lunch from local vendors and music provided by a local band. Special children’s activities are featured in the Children’s Entertainment tent each week.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Level One - $750 (3 available)
• Prominent placement of name on shirts worn by Lunch in the Park Mgr. and Lambs Farm clean-up crew
• Logo listed on all print publicity
• Business name listed on sign prominently displayed near the stage
• Business name included in announcements during the event
• Business name included in press releases
• Opportunity to share table space in the MainStreet tent twice to distribute information about your company (no selling of goods allowed)
• Business name/logo added to MainStreet webpage with link to your website

Band Sponsor - $150 (unlimited)
• Business name will be listed on sign prominently displayed near the stage
• Business name will be included in announcements at the event

Children’s Entertainment Sponsor - $100 (unlimited)
• Business name listed on sign displayed at the Entertainment tent
• Opportunity to provide an activity run by your staff in the Entertainment tent and distribute information about your company (subject to dates available)

Level Two - $400 (5 available)
• Business name appears on t-shirts worn by Lunch in the Park Mgr. and Lambs Farm clean-up crew
• Business name included in press releases
• Business name listed on sign prominently displayed near the stage
• Business name included in announcements during the event
• Logo listed on all print publicity

Level Two - $400 (5 available)
Monday, June 22, 2020

Spend a casual day at White Deer Run Country Club for golf, lunch, cocktail reception, dinner. Sponsors have the opportunity to offer games/raffles on the holes. Support MainStreet at this popular FUNdraiser!

All sponsors that are interested in promoting their business out on the golf course during the event will be provided with a table and chairs on a designated tee box.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

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Premier Sponsor - $3,000
(1 available)

- Top billing in all marketing ads and speaking engagements promoting the event
- Special signage in front location of the clubhouse entrance and in the dining room
- Business name/logo with link to your website listed prominently on the MainStreet website
- Top name listed on the consolidated list of sponsors on signage at the clubhouse
- Name/logo listed prominently in the dinner program and introduction during dinner
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 4 players, including cart, lunch, cocktail reception and dinner

Dinner Sponsor - $2,500
(1 available)

- Special signage in the clubhouse dining room and introduction during dinner
- Business name/logo with link to your website listed on Mainstreet website
- Logo listed prominently on all marketing ads
- Name listed prominently on all marketing ads
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 4 players, including cart, lunch, cocktail reception and dinner

Cocktail Reception Sponsor - $1,350
(1 available)

- Special signage at the cocktail reception and introduction during dinner
- Business name/logo with link to your website listed on MainStreet website
- Name/logo listed on all marketing ads
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 2 players, including cart, lunch, cocktail reception and dinner
**Beverage Cart - $750**

(2 available)

- Business name on one beverage cart (signs are supplied)
- Business name/logo with link to your website listed on MainStreet website
- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

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**Golf Cart Sponsor - $500**

(2 available)

- Business name on every golf cart used throughout the day (signs are supplied)
- Business name/logo with link to your website listed on MainStreet website
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

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**Lunch Sponsor - $1,350**

(1 available)

- Special signage at lunch and introduction during dinner
- Business name/logo with link to your website listed on MainStreet website
- Name and logo listed on all marketing ads
- Name listed on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed to all golfers on the golf cart GPS
- Business name on signage at a designated tee box
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year
- Receive complimentary round of golf for 2 players, including cart, lunch, cocktail reception and dinner

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**Hole Sponsor - $300**

- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner

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**Hole in One Sponsor - $500**

(plus cost of insurance) (4 available)

- You may purchase the insurance directly or we can acquire it for you with no markup
- Business name on one par 3 hole on the course
- Business name/logo with link to your website listed on MainStreet website
- Name on consolidated list of sponsors on signage at the clubhouse
- Name/logo listed in the dinner program
- Name/logo displayed on the golf cart GPS
- Business name on signage at a designated tee box
- Receive one complimentary ticket to lunch, cocktail reception and dinner
Saturday, August 1  Noon – 3pm

Come downtown for an afternoon of browsing art at the David Adler Fine Arts Show in Cook Park, shopping and delicious treats from participating businesses! Sold out event draws over 150 people, appealing to families or “ladies day out”.

All sponsor levels include business name listed in MSL Gazette
(distributed to over 12,000 households in 60048)

Bag Sponsor - $300
 Too many desserts to sample in one afternoon? Bring them home in a bag provided by a sponsor.
  • Logo to appear on gift bag distributed to each participant
  • Optional advertisement/coupon added to each bag
  • Sponsorship recognition on the dessert map distributed to each participant
  • Business name appears in press releases
  • Logo appears on all event posters
  • Name listed on all event signage

Event Sponsor - $100 (unlimited)
  • Optional advertisement/coupon added to each gift bag provided to the participants
  • Sponsorship recognition on the dessert map distributed to each participant
  • Business name appears in press releases
  • Logo appears on all event posters
  • Name listed on all event signage

Container Sponsor - $300
(1 available)
 Too many desserts to sample in one afternoon? Bring them home in a container provided by a sponsor.
  • Logo to appear on containers supplied to each participant
  • Optional advertisement/coupon added to each gift bag provided to participants
  • Sponsorship recognition on the dessert map distributed to each participant
  • Business name appears in press releases
  • Logo appears on all event posters
  • Name listed on all event signage
Runners of all skill levels run thru the historic neighborhoods on the east side of the downtown. A popular Labor Day weekend tradition for neighborhood gatherings, the participants are cheered on by residents. Post race runners and families gather for rehydration.

*All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)*

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**Platinum Level Exclusive Race Sponsorship - $3000+**
- Exclusivity within business category *(contingent)* upon availability and order of requests
- Largest logo size appears prominently on race shirts and posters
- Featured sponsor on Twilight Shuffle website
- Ad featured in Twilight Shuffle eblasts to race participants
- Advertising in Twilight Shuffle Facebook updates and on Facebook page
- Logo & website hyperlink on Twilight Shuffle website
- Opportunity to distribute advertisement, coupon or giveaway item in all goodie bags
- Option for a booth or tent in the Sponsor Expo adjacent to start/finish line
- Opportunity to provide signage for race start/finish or at post-race party
- Receive 3 complimentary race applications

**Silver Level Race Sponsorship - $1,000**
- Medium logo size appears on race shirts and logo appears on posters
- Featured sponsor on Twilight Shuffle website
- Logo and Website hyperlink appear on Twilight Shuffle website
- Opportunity to distribute advertisement, coupon or giveaway item in all goodie bags
- Option for booth or tent in the Sponsor Expo adjacent to start/finish line
- Opportunity to provide signage for race start/finish or at post-race party
- Receive 2 complimentary race applications

**Bronze Level Race Sponsorship - $500**
- Small logo size appears on race shirts and logo appears on posters
- Logo & website hyperlink appear on Twilight Shuffle website
- Opportunity to distribute advertisement, coupon or giveaway item in all goodie bags
- Option for a booth or tent in the Sponsor Expo adjacent to start/finish line
- Opportunity to provide signage for race start/finish or at post-race party
- Receive 1 complimentary race application

**Gold Level Race Sponsorship - $2,500+**
- Large logo size appears prominently on race shirts and posters
- Featured sponsor on Twilight Shuffle website
- Advertising in Twilight Shuffle Facebook updates and on Facebook page
- Logo & website hyperlink on Twilight Shuffle website
- Opportunity to distribute advertisement, coupon or giveaway item in all goodie bags
- Option for a booth or tent in the Sponsor Expo adjacent to start/finish line
- Opportunity to provide signage for race start/finish or at post-race party
- Receive 2 complimentary race applications

**Race Sponsorship - $250**
- Small logo size appears on race participant t-shirts
- Small logo size appears on print publicity, including posters
- Logo & website hyperlink appear on Twilight Shuffle website
- Opportunity to distribute advertisement, coupon or giveaway in all goodie bags
- Receive 1 complimentary race application
Chef Fest is an intimate evening of music, libations, sweets and tasty selections from local chefs at the Gregory INFINITI dealership. With all it offers this event attracts 250 people, both local and from surrounding communities.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Event Sponsor- $3,000
(3 available)
- Includes 4 tickets to event
- Business logo appears on all print publicity, including posters, weekly email blasts, social media advertising and menus
- Business logo appears on signage throughout the event
- Business logo on designated sponsor page on MainStreet Libertyville website with link to your website
- Business name included in announcements during the event
- Social media marketing for brand awareness and to highlight your engagement with the community. Posts via Facebook and Instagram with the option for Facebook Live video and post boosts to reach a larger audience

Ticket Sponsor - $1,000
(1 available)
- Business logo listed as “Thank You” sponsor on each ticket
- Business name included in announcements during the event

Menu Sponsor - $750 (2 available)
- Business name or logo listed as “Thank You” sponsor on individually distributed menus
- Business name included in announcements during the event

Chefs’ Stations - $500 (unlimited)
- Business logo prominently displayed on signage at chefs’ stations
- Business name included in announcements during the event

Music Sponsor - $250 (4 available)
- Business name listed on sign prominently displayed near the entertainment

Beverage Sponsor - $250
(2 available)
- Business name listed on sign displayed by the refreshment stations

Valet Sponsor- $2,000
(1 available)
- Includes 2 tickets to event
- Business name appears on prominent signage at valet area
- Business logo appears on all digital publicity, including posters, weekly email blasts and social media advertising
- Business logo on designated sponsor page on MainStreet Libertyville website with link to your website
- Business name included in announcements during the event
Saturdays, Dec. 5 & 12, 2020

During the holidays, the downtown is transformed into a scene out of Dickens. Many families make this event their holiday tradition! Santa and Mrs. Claus visit with the children in Cook Park. The Holiday Shoppe is a popular stop for children where they shop with assistance from the elves for everyone on their list. Each week 80 guests enjoy the elegant Victorian Tea served by hostesses in period costume with background music performed by local high school musicians.

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

**Event Sponsor - $400 (unlimited)**
- Business name included in announcements at Victorian Tea
- Business name listed on table tent signage *(Victorian Tea)*
- Logo or name on all print ads, posters, fliers
- Business name listed in press releases
- Business name listed in prominent position on all signage at all sites
- Opportunity to offer handout at Victorian Tea or Children’s Holiday Shoppe
- Logo listed on MainStreet’s webpage with link to your website

**Victorian Tea - $200 (unlimited)**
- Business name will be included in announcements
- Business name will be featured on table tent signage

**The Children’s Holiday Shoppe - $200 (unlimited)**
- Name will be featured on signage at site

**Visit with Santa - $200 (unlimited)**
- Name will be featured on signage at site

**Music Sponsor - $150 (2 available)**
- Name listed on signage by the musicians.
Saturday, Mid February

Just in time to shake the winter blues, 1150 people come downtown to spend an afternoon tasting wine and shopping. One of MainStreet’s most popular events, tickets sell out in under 30 minutes!

All sponsor levels include business name listed in MSL Gazette (distributed to over 12,000 households in 60048)

Title Sponsor- $3,000  
(Limited to 1 Sponsor)

- Name/Logo on LWAW banner displayed in Cook Park before/during the event
- Name/Logo to appear on each page of the LWAW website
- Link to title sponsor website on each page of the LWAW website
- Logo will be listed in the special recognition section of the Gazette
- Business name listed in the Gazette as Title Sponsor
- Special recognition during on-line registration
- Name included in all advertising media and event publicity
- Logo on 1150 wine glasses distributed to each participant
- Special thank you in the shopping bags distributed to each participant
- Optional advertisement added to each shopping bag
- Special recognition on the wine menu/map distributed to each participant
- Optional table at a wine glass distribution site for promotional materials

Shopping Bag Sponsor- $2,500 (1 available)

- Name/Logo to appear on each page of the LWAW website
- Logo on 1150 reusable shopping bags distributed to each participant
- Name included in all advertising media and event publicity
- Optional advertisement added to each shopping bag
- Sponsorship recognition on the wine menu/map distributed to each participant

LWAW Event Sponsor- $150

- Special recognition on the LWAW website
- Link to sponsor website on the LWAW website
- Sponsorship recognition in the shopping bags distributed to each participant
- Optional advertisement added to each shopping bag
- Sponsorship recognition on the wine menu/map distributed to each participant
- $50 merchant participation fee waived for the event (if applicable)
- Mainstreet covers half the cost of the wine (up to 2 cases per business – if applicable)

Coupon Sponsor- $400  
(1 available)

- Name/Logo on the 1150 Coupon Cards distributed to each participant
- Special recognition on the LWAW website
- Link to sponsor website on the LWAW website