



Joliet City Center Partnership
116 N. Chicago St. • Joliet, IL 60432-4232
Phone: (815)774-6066 • Fax: (815)723-6972
www.jolietdowntown.com



BLUES & BREWS ON 66

SPONSORSHIP OPPORTUNITIES

Joliet City Center Partnership is currently seeking sponsors for Downtown Joliet's annual Blues and Brews on 66 scheduled for Saturday, August 12, 2017 in Downtown Joliet along Chicago Street from 1:00 to 6:00 p.m. This event allows you to showcase your products and services to thousands of visitors! We are proud to partner with the Joliet Park Foundation for this event to raise money for Joliet parks through their VIP Craft Beer Experience.

Blues and Brews is one of our newest and fastest-growing events, reaching a crowd of music and beer fans without much overlap with our other events. Fans attending Blues and Brews will have the chance to enjoy live blues acts, as well as enjoy vendors, hot food, and cold beverages.

Although this is a single-day event, your commitment as a Blues and Brews Sponsor will get you **MONTHS** of recognition and business exposure through outlets (not limited to) social media, www.jolietdowntown.com, and Channel 6 with coverage of the event and interviews (viewable via AT&T / Comcast / YouTube).

The sooner you commit; the more exposure we can give you!

Blues and Brews sponsorships are available. Please see the attached page for sponsorship package options. For more information, contact me at 815-774-6067 or lauren.las@jolietdowntown.com.

Blues and Brews is one of many downtown events brought to you by Joliet City Center Partnership in order to provide an opportunity to showcase and promote downtown businesses and boost community pride among residents and visitors alike.

Thank you for your continued support!

Lauren Las
Marketing & Event Manager
Joliet City Center Partnership



Blues and Brews on 66 - 2017 Sponsor Packages

Presenting Sponsor

- Highlight in all press releases and print advertising
- Mentioned in all Race Fan Rally radio ads
- Interview on WJOL radio
- Channel 6 coverage (including interviews)
- Company logo on all flyers advertising RFR
- Presenting Sponsor Highlight on front page of www.jolietdowntown.com
- Company banner on stage
- Mentions on stage throughout event
- Social media exposure
- Company booth at Race Fan Rally

Stage Sponsor - \$5,000

- Company banner on stage
- Highlight in all press releases and print advertising
- Company logo on all flyers advertising RFR
- Stage time during duration of the event
- Mention on WJOL & interview on Ch. 6
- Recognition as sponsor on www.jolietdowntown.com
- Social media exposure
- Booth at event included

Beer Sponsor - \$2,500

- Company banner on beer tent
- Highlight in all press releases and print advertising
- Company logo on all flyers advertising RFR
- Mention on WJOL & interview on Ch. 6
- Recognition as sponsor on www.jolietdowntown.com
- Social media exposure
- Booth at event included



Participation in Blues and Brews will give your business MONTHS worth of exposure to thousands of race fans, residents, and visitors to Downtown Joliet. Blues and Brews is an excellent opportunity to highlight your business and attract return customers. This family-friendly event includes live entertainment, vendors, food, beer, fireworks, and much more!

YES!

I would like my business to be showcased as a sponsor for Blues and Brews:

_____ **Stage Sponsor** **\$5,000**

_____ **Beer Sponsor** **\$2,500**

For more information, please contact Joliet City Center Partnership at (815) 774-6067.

Name of Business/Organization: _____

Contact: _____ Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email: _____

Please fax completed application to (815)723-6972 or mail to:

Joliet City Center Partnership
116 N. Chicago St., Ste 101
Joliet, IL 60432

Amount Paid: _____

Date: _____

Check: _____