



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

## NITRO NITE 2017

### SPONSORSHIP OPPORTUNITIES

Joliet City Center Partnership is currently seeking sponsors for Downtown Joliet's annual Nitro Nite scheduled for Thursday, July 6, 2017 in Downtown Joliet along Chicago Street from 5:00 to 10:00 p.m. This event is an excellent opportunity to showcase your products and services to thousands of visitors!

Nitro Nite is an event that will provide you with the chance to tap into a potential 30,000 NHRA fans visiting the Joliet area for the Route 66 NHRA Nationals which are held from July 7-10. Fans will have the chance to visit with NHRA drivers, as well as enjoy vendors, hot food, live music, and cold beverages.

Although this is a single-day event, your commitment as a Nitro Nite Sponsor will get you MONTHS of recognition and business exposure through outlets (not limited to) social media, radio, [www.jolietdowntown.com](http://www.jolietdowntown.com), and Channel 6 acknowledgement (viewable via AT&T / Comcast / YouTube).

Nitro Nite sponsorships are available. Please see the attached page for sponsorship package options. For more information, contact Lauren Las at 815-774-6067 or [lauren.las@jolietdowntown.com](mailto:lauren.las@jolietdowntown.com).

Nitro Nite is one of many Downtown Joliet events brought to you by Joliet City Center Partnership, providing opportunities to showcase and promote businesses while boosting community pride among residents and visitors alike.

Thank you for your continued support!

Lauren Las  
**Marketing & Event Manager**  
Joliet City Center Partnership



## Nitro Nite 2017 Sponsor Packages

### Presenting Sponsor

- Highlight in all press releases and print advertising
- Mentioned in all Nitro Nite radio ads
- Interview on WJOL radio
- Channel 6 coverage (including interviews)
- Company logo on all flyers advertising NN
- Presenting Sponsor highlight on front page of [www.jolietdowntown.com](http://www.jolietdowntown.com)
- Company banner on stage
- Mentions on stage throughout event
- Social media exposure
- Booth at event included

### Drivers Sponsor - \$1,500

- Company banner behind drivers for photo ops
- Highlight in all press releases and print advertising
- Company logo on all flyers advertising NN
- Stage time during duration of the event
- Mention on WJOL & interview on Ch. 6
- Recognition as sponsor on [www.jolietdowntown.com](http://www.jolietdowntown.com)
- Social media exposure
- Booth at event included

### Public Safety Sponsor - \$1,000

- Highlight in all press releases and print advertising
- Company logo on all flyers advertising NN
- Recognition as sponsor on [www.jolietdowntown.com](http://www.jolietdowntown.com)
- Social media exposure
- Booth at event included

### Stage Sponsor - \$3,000

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

### Kid's Activity Sponsor - \$1,000

- Highlight in all press releases and print advertising
- Company logo on all flyers advertising NN
- Recognition as sponsor on [www.jolietdowntown.com](http://www.jolietdowntown.com)
- Social media exposure
- Booth at event included

### Racing Simulator Sponsor - \$1,000

- Highlight in all press releases and print advertising
- Company logo on all flyers advertising NN
- Recognition as sponsor on [www.jolietdowntown.com](http://www.jolietdowntown.com)
- Social media exposure
- Booth at event included



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

## YES!

I would like my business to be showcased as a sponsor for Nitro Nite:

- \_\_\_\_\_ **Stage Sponsor** **\$3,000**
- \_\_\_\_\_ **Drivers Sponsor** **\$1,500**
- \_\_\_\_\_ **Racing Simulator Sponsor** **\$1,000**
- \_\_\_\_\_ **Kid's Activity Sponsor** **\$1,000**
- \_\_\_\_\_ **Public Safety Sponsor** **\$1,000**

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: \_\_\_\_\_