



**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)



## RACE FAN RALLY 2017

### SPONSORSHIP OPPORTUNITIES

Joliet City Center Partnership is currently seeking sponsors for Downtown Joliet's annual Race Fan Rally scheduled for Wednesday, September 12, 2017 in Downtown Joliet along Chicago Street from 4:00 to 10:00 p.m. This event allows you to showcase your products and services to thousands of visitors!

Race Fan Rally has long been one of Downtown Joliet's biggest events, providing us with the chance to tap into thousands of NASCAR fans visiting the Joliet area for the big races at Chicagoland Speedway that weekend. Fans attending Race Fan Rally will have the chance to visit with NASCAR drivers, as well as enjoy vendors, hot food, live music, and cold beverages.

Although this is a single-day event, your commitment as a Race Fan Rally Sponsor will get you MONTHS of recognition and business exposure through outlets (not limited to) social media, [www.jolietdowntown.com](http://www.jolietdowntown.com), and Channel 6 with coverage of the event and interviews (viewable via AT&T / Comcast / YouTube). With major sponsorships; prior to July 1<sup>st</sup>, sponsors will be interviewed on Channel 6's *Profiles* and WJOL's business report.

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

Race Fan Rally 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](mailto:lauren.las@jolietdowntown.com).

Race Fan Rally 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



## Race Fan Rally 2017 Sponsor Packages

<p><b>Presenting Sponsor</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Mentioned in all Race Fan Rally radio spots</li> <li>- Interview on WJOL radio</li> <li>- Channel 6 coverage (including interviews)</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Presenting Sponsor Highlight on front page of <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Company logo on stage</li> <li>- Mentions on stage throughout event</li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>	<p><b>Stage Sponsor - \$6,000</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Company banner on stage</li> <li>- Stage time during duration of the event</li> <li>- Mention on WJOL &amp; interview on Ch. 6</li> <li>- Recognition as sponsor on <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>
<p><b>Drivers Sponsor - \$4,000</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Company banner behind drivers for photo ops</li> <li>- Stage time during duration of the event</li> <li>- Mention on WJOL &amp; interview on Ch. 6</li> <li>- Recognition as sponsor on <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>	<p><b>Firework Display Sponsor - \$2,500</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Stage time during duration of the event</li> <li>- Mention on WJOL &amp; interview on Ch. 6</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Recognition as sponsor on <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>
<p><b>Racing Simulator Sponsor - \$1,500</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Recognition as sponsor on <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>	<p><b>Other Sponsors - \$1,000</b></p> <ul style="list-style-type: none"> <li>- Highlight in all press releases and print advertising</li> <li>- Company logo on all flyers advertising RFR</li> <li>- Recognition as sponsor on <a href="http://www.jolietdowntown.com">www.jolietdowntown.com</a></li> <li>- Social media exposure</li> <li>- Company booth at Race Fan Rally</li> </ul>



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

*YES! I would like my business to be showcased as a sponsor for Race Fan Rally!*

_____ Stage Sponsor	<b>\$6,000</b>
_____ Drivers Sponsor	<b>\$4,000</b>
_____ Fireworks Display Sponsor	<b>\$2,500</b>
_____ Racing Simulator Sponsor	<b>\$1,500</b>
_____ Autograph Sponsor	<b>\$1,000</b>
_____ Kid's Activity Sponsor	<b>\$1,000</b>
_____ Public Safety Sponsor	<b>\$1,000</b>

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

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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: \_\_\_\_\_