

*Welcome to the 3rd Annual Richton Park Blues and Bones Fest!*

**On behalf of the Village of Richton Park**, I would like to thank you for your interest in becoming a sponsor of Richton Park's Blues and Bones Festival scheduled for Saturday, June 2nd and Sunday, June 3rd, 2007.

We are proud to announce that **The Chicago Southland Convention and Visitors Bureau (CSCVB)** have again awarded us a substantial grant for our event. This is the third year we have been a recipient of a CSCVB Tourism Grant. The award is recognition of the contribution the Richton Park Blues & Bones Fest makes to the quality of life in the region as well as to boosting the economic climate by bringing more than 3,000 visitors to the area.

Last year's event featured **Ms. Koko Taylor** as the headline act. The tent was packed as the audience eagerly awaited her appearance. The show drew rave reviews from attendees and we have received calls all year from artists and vendors wanting to be a part of this year's event. We are now in process of again booking major acts for both the Saturday and Sunday shows.

**Through the marketing program last year advertising for the show reached 5,929,231 households and 13,282,621 individuals.** We are again launching a major public relations campaign and advertising campaign to promote the 2007 event. As a partner with the Blues and Bones Fest you will be featured in the campaign and your message will reach this targeted audience. We look forward to your participation and support as you join us in making this year's event a continued success in **"Richton Park, the home of the Blues & Bones Fest."**

Sincerely,

Rick Reinbold  
Village President

**VILLAGE OF RICHTON PARK**

4455 W. Sauk Trail • Richton Park, Illinois 60471 • 708.481.8950 • [www.richtonpark.org](http://www.richtonpark.org)

## Level of Benefits



**Richton Park**

**BLUES &  
BONES  
FEST**

**\$20,000**

**TITLE SPONSOR**

**Title Sponsor status will receive the following benefits:**

### **♪ Media & Marketing Opportunities**

- Corporate name/logo will immediately follow the event title in all marketing
- Corporate name/logo will appear above the event title in all marketing materials broadcast radio, print, and internet i.e. Corporate logo/ID on all printed and electronic marketing:

Print Advertisements

*(The Star & Daily Southtown Newspapers & Chicago Tribune)*

Flyers/schedules (10,000 printed)

Posters (1,000 printed)

Hotel Rack Cards (10,000 printed)

Email List (10,000 sent)

Color Brochures (10,000 printed)

Radio and TV buy to be determined

- Blues Fest press releases
- Website marketing and direct link to your website
- Corporate signage above the stage
- Public speaking opportunity at the event for company spokesperson
- Two reserved corporate exhibit space for on-site marketing opportunities, community relations, sales and/or sampling

### **Gold Card Advantages**

- Hospitality Tent (30' X 60')
- Reserved VIP Parking (10 cars) both days
- One hundred (100) complimentary tickets
- Twenty (20) T- Shirts
- Category Exclusivity
- Right of First refusal for 2008 Blues Fest
- Autographed poster signed by all talent

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**Richton Park  
BLUES &  
BONES  
FEST**

**\$12,000**

**PRESENTING SPONSOR**

**Presenting Sponsor status will receive the following benefits:**

**♪ Media & Marketing Opportunities**

- Corporate name/logo will immediately follow the event title in all marketing materials broadcast radio, print, and internet i.e. "The Richton Park Blues and Bones Fest presented by X Corporation ...."
- Corporate logo/ID on all printed marketing:
  - Print Advertisements  
(*The Star & Daily Southtown Newspapers & Chicago Tribune*)
  - Flyers/schedules (10,000 printed)
  - Posters (1,000 printed)
  - Hotel Rack Cards (10,000 printed)
  - Email List (10,000 sent)
  - Color Brochures (10,000 printed)
- Blues Fest press releases
- Website marketing and direct link to your website
- Corporate signage at entertainment location
- Public speaking opportunity at the event for company spokesperson
- One reserved corporate exhibit space for on-site marketing opportunities, community relations, sales and/or sampling

**Gold Card Advantages**

- Reserved VIP Parking (4 cars) both days
- Fifty (50) complimentary tickets
- Ten (10) T- Shirts
- Category Exclusivity
- Right of First refusal for 2008 Blues Fest
- Autographed poster
- Autographed poster and CD of your favorite performer

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