

Sponsorship Registration 2016



For maximum exposure, register by June 1, 2016!

Festival Dates and Operating Hours:

Friday, July 8, 5-10pm / Saturday, July 9, Noon-10pm / Sunday, July 10, Noon-9pm

Festival Location: 4400-4560 N. Lincoln Ave., Chicago

Festival Website: www.SquareRoots.org

CONTACT INFORMATION (Please type or print legibly. Form must be fully completed.)

Event Contact _____

Company _____

Address _____ City _____ State _____ Zip _____

Website _____ Phone _____ Fax _____

Facebook Name _____ Twitter Handle _____ Instagram Handle _____

Email Address (REQUIRED) _____ FEIN/IDOR# (REQUIRED) _____

Method of Payment: Cash Check MasterCard Visa

Card Number _____ Exp. Date _____ Security Code _____

Cardholder's Name _____ Signature _____

Billing Address _____ City _____ State _____ Zip _____

SELECT LEVEL OF SPONSORSHIP PARTICIPATION

See reverse side for detailed sponsor benefits

Sponsorship Category	Sponsorship Amount
<input type="checkbox"/> Program Advertiser \$300 or \$500	\$ _____
<input type="checkbox"/> Banjos \$100 - \$299	\$ _____
<input type="checkbox"/> Brews \$300 - \$699	\$ _____
<input type="checkbox"/> Casks \$700 - \$1,499	\$ _____
<input type="checkbox"/> Fiddles \$1,500 - \$2,999	\$ _____
<input type="checkbox"/> Growlers \$3,000 - \$4,999	\$ _____
<input type="checkbox"/> Hops \$5,000 - \$9,999	\$ _____
<input type="checkbox"/> Kegs \$10,000 - \$19,999	\$ _____
<input type="checkbox"/> Songs \$20,000+	\$ _____
<input type="checkbox"/> In-Kind Donation	\$ _____

TOTAL SPONSORSHIP AMOUNT

Sponsorship Benefits

Sponsors confirmed by Friday, April 29, 2016 at \$1,500 or higher will receive a free ad (210x210 dpi) on the Lincoln Square Ravenswood Chamber of Commerce website.

Please make all checks payable to: Square Roots. For more information, contact Melissa Lagowski at Big Buzz Idea Group at 847.677.8273 or Melissa@BigBuzzIdeaGroup.com. Applications and payment should be mailed to: Big Buzz Idea Group, 3332 W. Foster Ave., #121, Chicago, IL 60625.

Please indicate by signing below that you reviewed and agree to the sponsor outline as presented.

Signature _____

Date _____

PRESENTED BY



PRODUCED BY



Mistreatment of staff or volunteers will not be tolerated. BBIG/LSRCC/ OTSFM reserves the right to remove any individual/company from the event and ban from future Big Buzz Idea Group productions.

Sponsorship Levels 2016

PROGRAM ADVERTISER \$300 or \$500

Place a coupon in the Square Roots Program. This hand-out is distributed to the first 7,500 festival attendees who donate at the gate. Show your support for Square Roots, showcase your company, and attract festival goers to your business.

- Small ad: \$300 – 2 3/8" w x 1 1/8" h
- Large ad: \$500 – 2 3/8" w x 2 1/2" h

BANJOS \$100-\$299

- Recognition in one LSRCC newsletter
- Two (2) Square Roots passes

BREWS \$300-\$699

- Listing on event website
- Recognition in one LSRCC newsletter
- Two (2) Square Roots passes
- One (1) post on either Facebook or Twitter

CASKS \$700-\$1,499

- All the benefits of "Brews" sponsorship, PLUS
- Four (4) Square Roots passes
- Name included on posters & postcards
- One (1) post on either Facebook or Twitter

FIDDLES \$1,500-\$2,999

- All the benefits of "Casks" sponsorship, PLUS
- Recognized from stage once during event
- One free 10' x 10' booth space at the festival (Sponsor responsible for all booth equipment)
- Company banner will be hung at Square Roots (Sponsor to provide)
- Company logo displayed on SquareRoots.org with link
- Six (6) Square Roots passes and two (2) T-shirts
- One (1) Facebook post and one (1) Twitter post about your company/organization

GROWLERS \$3,000-\$4,999

- All the benefits of "Fiddles" sponsorship, PLUS
- Naming rights to one of the following: Bike Parking, Instrument Petting Zoo, Kids Art Tent, Backstage Passes, Wristband Sponsor
- Logo included in one issue of the Lincoln Square Ravenswood Chamber community newsletter
- Recognition from stages once each day
- Logo included on postcards & posters
- Receive free booth space (up to 10' x 20') at the festival (Sponsor responsible for all equipment)
- Two (2) company banners will be hung at Square Roots (Sponsor to provide)
- Ten (10) Square Roots passes and four (4) T-shirts

- Wristband Sponsor (see New for 2016 listing at right)
- One (1) Facebook post and one (1) Twitter post about your company/organization

HOPS \$5,000-\$9,999

- All the benefits of "Growlers" sponsorship, PLUS
- Naming rights to one of the following: Kid Zone, Green Initiative Sponsor, Ticket Sponsor & Beverage Station, Pueblo Latino Chicago Dance Series
- Logo included on all paid print advertising & programs
- Company logo included on Square Roots shirts
- A free ad (210x210 dpi) on the Lincoln Square Ravenswood Chamber of Commerce website
- Recognition from stages three (3) times each day
- Free booth space (up to 10' x 30') at the festival (Sponsor responsible for all equipment)
- Twelve (12) Square Roots passes and six (6) T-shirts
- Two (2) Facebook posts and two (2) Twitter posts about your company/organization

KEGS \$10,000-\$19,999

- All the benefits of "Hops" sponsorship, PLUS
- Naming rights to one indoor stage (two available)
- Receive free booth space (up to 15' x 40') at the festival (Sponsor responsible for all equipment)
- Inclusion in all press releases and media alerts
- Inclusion (when possible) on any radio or television sponsorships received for event
- Prominent display of company logo on main stage banner
- Recognition from stages five (5) times each day
- Four (4) company banners will be hung at Square Roots in addition to stage banners (Sponsor to provide)
- Twenty (20) Square Roots passes and ten (10) T-shirts
- Two (2) Facebook posts and three (3) Twitter posts about your company/organization
- Exclusivity is available at this level

SONGS \$20,000+

- All the benefits of "Kegs" sponsorship, PLUS
- Recognition as a premier sponsor of Square Roots
- Premier placement on all promotional materials
- Naming rights to be negotiated, including stage naming rights (if available)
- Free booth space (up to 20' x 50') at the festival (Sponsor responsible for all equipment)
- Thirty-five (35) Square Roots passes and twelve (12) T-shirts
- Three (3) Facebook posts and four (4) Twitter posts about your company/organization

IN-KIND DONATION

Sponsorship benefits will be awarded at the value equivalent to the dollar value of the donation.

- Printing
- Advertising
- Fencing
- Signage
- Soda
- Performance
- Ice
- Food
- Walkie-Talkies
- Dumpsters
- Port-o-Lets

NEW FOR 2016

- Ticket Sponsor: Logo printed on all tickets for the 2016 festival. Depending on space, URL can also be included. Quantity: 250,000 / Deadline for artwork submission: May 2, 2016
- Beverage Cup Sponsor: Logo and URL or message printed on each cup for beer. (note: not available to beer sponsors) / Deadline for artwork submission: May 2, 2016
- Wristband Sponsor: Custom artwork on each wristband handed out to festival attendees interested in purchasing alcohol. Quantity: 20,000+ / Deadline for artwork submission: May 2, 2016
- Grant Sponsor: Sponsor a local non-profit or charity donating time volunteering to our festival (\$500-\$1,000). Includes logo recognition on t-shirt, thank you signage, and participation in the Grant Award Breakfast.
- Have a great sponsorship idea that works with your brand and message: pitch us! We're open to creative and engaging options.

A NOTE ABOUT SOCIAL MEDIA RECOGNITION

Please make sure to include your Facebook, Twitter and/or Instagram name(s) on the front of this form. If you have specific posts you would like the committee to send out, please send them to Michael@BigBuzzIdeaGroup.com. Make sure to like us on Facebook (SquareRootsChicago) and follow us on Twitter (@SquareRootsCHI) to see your post!

NOTE: This event will be photographed and videotaped. By participating in this event you hereby consent to the use of your likeness or image in those photographs or video for future promotional consideration by Square Roots, the Lincoln Square Ravenswood Chamber of Commerce, Old Town School of Folk Music and/or Big Buzz Idea Group.

All sponsorships are processed on a first-come, first-served basis. Naming rights locations subject to change.