



2020 St. Charles Scarecrow Festival



2019 Demographics

- 75,000 Attendees
- 100 Scarecrow entries
- 50+ Volunteers
- 60,000 Impressions through print ads in local media
- 64,000 Impressions through online ads with local media
- 477,000+ impressions on social media alone
- 1,200 Posters & Rack Cards passed out to businesses & sponsors
- 9,000 Scarecrow Festival Scavenger Hunt inserts were printed
- 40,000 cars per day see the 12 Main Street promotional parade banners with Presenting and Gold Sponsor logos

Presenting Sponsor

\$15,000

- Fully customizable promotional space (opportunity to have booth space in all 4 festival zones)
- Logo prominently displayed on up to 6 Main Street Promotional Scarecrow Festival banners for up to 4 weeks prior to the show, with a reach of more than 40,000 cars per day
- Two dedicated social media posts featuring your company with over 16,000 followers on Facebook
- Company name or logo prominently displayed on large banners in each zone of the festival
- Logo placement on marketing posters, event schedule/brochure and online communications
- Logo placement in all Scarecrow Festival advertising including print, newspaper and magazine ads
- Prominent logo placement with hotlink on the Scarecrow event website
- Company name mention in all press releases distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

Platinum Level Sponsor (2 Available)

\$6,000

- Fully customizable space (10x10 space near Lincoln Park)
- Logo displayed on up to 3 Main Street promotional Scarecrow Festival banners for up to 4 weeks prior to the show, with a reach of more than 40,000 cars per day
- One social media posts featuring your company with over 16,000 followers on Facebook
- Business name or logo displayed on sponsored element
- Shared logo placement on a large banner in each zone of the festival
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement in some advertising including print, newspaper and magazine ads
- Logo placement with hotlink on the Alliance's website
- Company name mention in press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

Gold Level Sponsor (5 Available)

\$5,000

- Fully customizable space (10x10 space in zone that features sponsored element)
- One social media posts featuring your company with over 16,000 followers on Facebook
- Business name or logo displayed on sponsored element
- Shared logo placement on a large banner in each zone of the festival
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement in some advertising including print, newspaper and magazine ads
- Logo placement with hotlink on the Alliance's website
- Company name mention in press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

Silver Level Sponsor

\$2,500, \$2,000 or \$1,500

- Business name or logo displayed on sponsored element
- 10x10 promotional space
- Logo placement with hotlink on the Alliance's website
- Logo placement on brochure and banner in each zone of the festival
- Company name in "thank you" ad

Sponsorship Opportunities

The St. Charles Scarecrow Festival, hosted annually in Downtown St. Charles is celebrating its 32nd Anniversary this year. The Scarecrow Festival features:

- Over 100 handmade & mechanical scarecrow displays
- Windy City Amusement Carnival
- Autumn on the Fox Arts & Crafts Show
- Live music to be heard throughout the festival
- Food, entertainment and more!

Presenting Sponsor

The St. Charles Scarecrow Festival Presenting Sponsor receives the highest level of visibility in all marketing, communications and advertising for this event. There is an extensive advertising plan in place to market the Scarecrow Festival in not only local media but all over the Chicagoland area. Media buy ins includes NBC Chicago, XRT Radio, Chicago Tribune, Daily Herald, Kane County Chronicle, Google Ads and various others.

Platinum Sponsorship Opportunities



Vote for your Favorite Scarecrow Contest Sponsorship

The main attraction of the Scarecrow Festival is the more than 100 handcrafted scarecrows! All weekend long, thousands of visitors head to the information booth to vote for their favorite scarecrow in each category. Your business name or logo will prominently be displayed on every single ballot passed out.



Main Entertainment Stage Sponsor

The highly visible entertainment stage in the middle of Lincoln Park attracts patrons of all ages to watch the live performances. The performances include local dance troops and local bands all weekend long that will draw attention to your business.

Gold Sponsorship Opportunities



Festival Zone Sponsor (3 available)

Festival Zone Sponsors are given naming rights to one of the following Three Spaces:

1. Lincoln Park
2. Family Zone
3. Filling Station Lot



Make Your Own Scarecrow Sponsor

A fan favorite every year, the make your own scarecrow area will attract the entire family to create a unique scarecrow to take home. Run by the local Boy Scouts Troop, every year this event helps create over 1,500 scarecrows.



Craft Beer Tent

New in 2020 the Scarecrow Festival will now have a craft beer tent that allows patrons to buy local craft beer and listen to music. The branding will say the Craft Beer Tent presented by XYZ.

Silver Sponsorship Opportunities



Festival Booth Sponsors

Lincoln Park & 4th Street: \$2,500
Cedar Street & VFW Lot: \$2,000
3rd Street & Filling Station Lot: \$1,500
**price varies based on foot traffic*



Craft Beer Music Stage Sponsor (\$2,000)

New in 2020 the Scarecrow Festival will now have a second stage inside the Craft Beer Tent. The music stage sponsor will help hire all the bands for this area and will have large signage around stage.