

EVENT BENEFITS

Logo on Sponsor thank-you banner displayed on Aurora Avenue during the winter season (66,000 impressions per day)

Linkable logo on Naper Settlement's Sponsorship recognition page (156,400 annual visitors to website)

Linkable logo on event webpage

Recognition in one e-newsletter (13,500 subscribers)

Recognition in one social media [Facebook and Twitter (14,000 followers)]

Logo in Summer and Fall Program Guides (mailed to 60,000+ homes)

Recognition in the April and November issues of Treasures Magazine (2,100 households)

Area for sponsor activation on site, tent provided, during the event

Logo on event poster (500 area businesses)

Sponsor provided banner displayed on the interior of Naper Settlement during event

Logo on special events pole banner displayed on the interior of Naper Settlement's grounds for sponsored event



CIVIL WAR DAYS | \$1,000

2,000 guests in 2018

May 18 & 19

Event Benefits plus:

10 general admission tickets for event weekend

Logo on printed program

NAPER NIGHTS

\$3000 for one weekend

\$5000 for two weekends

\$6000 for three weekends

10,000 guests in 2018

June 14 & 15, July 19 & 20, August 16 & 17

Event Benefits plus:

10 Sponsorship level tickets per sponsored event weekend

- Each ticket includes access to private Sponsorship tent (meal voucher and beverages included)

OKTOBERFEST | \$2,000

3,500 guests in 2018

October 5 & 6

Event Benefits plus:

10 Sponsorship level tickets per sponsored event weekend

- Each ticket includes access to private Sponsorship tent (meal voucher and beverages included)

Logo on table top menus

ALL HALLOWS EVE | \$1,000

3,300 guests in 2018

October 18 & 19

Event Benefits plus:

10 general admission tickets for event weekend

Logo on printed program map



ANNUAL BENEFITS

- Tickets to Private Sponsor Area
- Prominent logo on event posters
- One additional recognition in social media [Facebook and Twitter (14,000 followers)]
- One additional recognition in e-newsletter (13,500 subscribers)
- Corporate logo on Sponsor material
- Discounted Sponsorship rate for Winter Wonderland - November 29, 2019-December 24, 2019



\$10,000 FEATURED SPONSOR FOR ALL EVENTS	\$15,000 PRESENTING BILLBOARD SPONSOR (ONLY ONE AVAILABLE)	\$15,000 PRESENTING PHOTO BOOTH SPONSOR (ONLY ONE AVAILABLE)	\$15,000 PRESENTING EXCLUSIVE SPONSOR AREA (ONLY ONE AVAILABLE)	\$25,000 PREMIER STAGE SPONSOR (ONLY ONE AVAILABLE)
ANNUAL BENEFITS PLUS:	ANNUAL BENEFITS PLUS:	ANNUAL BENEFITS PLUS:	ANNUAL BENEFITS PLUS:	ANNUAL BENEFITS PLUS:
5 additional tickets per event	5 additional tickets per event	5 additional tickets per event	5 additional tickets per event	10 additional tickets per event
Two single double-sided pole for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve	Three single-sided pole banners for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve	Three single-sided pole banners for the following events: • Oktoberfest • All Hallows Eve	Three single-sided pole banners for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve	Four single-sided pole banners for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve
One personalized re-cap video posted on social media • Civil War Days or • All Hallows Eve	One personalized re-cap video posted on social media • Oktoberfest	One personalized re-cap video posted on social media • Oktoberfest	One personalized re-cap video posted on social media • Oktoberfest	One personalized re-cap video posted on social media for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve
Logo on Sponsored Billboard for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve	Logo on Sponsored Billboard for the following events: • Civil War Days • Naper Nights • Oktoberfest • All Hallows Eve	Presenting Photo Booth Sponsor banner	Presenting Sponsor area banner for the following events: • Naper Nights • Oktoberfest	Presenting stage sponsor banner
		Logo on microsite hosting all digital images	Reserved seating for 8-10 guests in Sponsor area	Two wing banners
		Logo in all emails of shared images		2/3 ad in each program guide
		Business logo on every photo booth print • Oktoberfest • All Hallows Eve		Logo on camp and volunteer shirts

LET'S TALK

We know that partnership has to do more than make you feel good, it needs to deliver results. We can do that, so give us a call and let's talk.

630.305.7048

\$25,000 PREMIER STAGE SPONSOR

SHAPING A SPONSORSHIP that works for your business

Naper Settlement is a nationally accredited, outdoor history museum that features immersive learning experiences and community gatherings for all ages. Crossing over generations, we impact an audience that ranges from students to business leaders. As a sponsor, your brand value captures an audience eager to engage with the community.

The Naperville community is diverse-educated, family-friendly, open-minded - and our direct access guarantees a captivated audience for your brand. But our reach goes even farther—we serve communities all across Chicagoland the Midwest, allowing you to leverage your brand power beyond imagination.

Successful Sponsors



MARKETING POWER

Naper Settlement's vast reach can launch your business to new heights.



OUR WEBSITE

NaperSettlement.org

Reaches over 156,000 virtual visitors a year



SOCIAL MEDIA

@NaperSettlement

14K followers



COMMUNITY MAILINGS

To 60,000+ homes three times a year



E-NEWSLETTERS

Weekly e-newsletters to over 13.5k subscribers

ONLINE, RADIO & PRINT ADVERTISING

Over 40 vendors in Naperville and Chicagoland



MEMBER MAGAZINE

2 issues a year, mailed to 2,100+ homes.

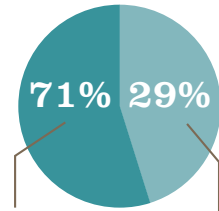


MEDIA VALUE

Over \$7.8 million of earned media coverage and 807 million impressions in 2018

365,910

Annual Visitors



Chicagoland & beyond

Naperville

\$110,676

Median Household Income*



* Naperville

31,774



Students and Teachers

18,745+



Special Events Attendees

960



Memberships



partners@naperville.il.us