



## Hampshire Coon Creek Country Days, Inc.

234 S. State Street, PO Box 927, Hampshire, IL 60140  
224-402-3273

Dear Friend,

Planning is well under way for *Hampshire Coon Creek Country Days 2021*—the single largest event in Hampshire that brings together friends, family and folks from all over the area!

As gatherings of any kind were unsafe in 2020, we canceled last year's festival due to the pandemic. While disappointing, it was an easy decision to make as the health and safety of our festival-goers is of the utmost importance. But now we're back—stronger than ever—including seven new committee members. With this, and several new activities in the works, our theme for this year practically wrote itself—***Bigger & Better!***

**So how could our event benefit you as a supporter in 2021?** Besides all your donations, sponsorships and in-kind gifts being tax deductible in accordance with the IRS code, we trust that *Coon Creek Country Days* has proven itself to be a sound investment for the marketing dollars spent by all the organizations that sponsor us.

- The core team of volunteers that has made the Fest so successful since 2015 remains in place for 2021.
- We continue to provide sponsorship levels to fit all budgets.
- Our sponsorship packages promote your business or organization to thousands of festival-goers.

The festival is set for Thursday, July 29 to Sunday, August 1. We ask that you save the dates and plan on attending. We would be honored to have your participation as both a sponsor and an attendee.

***Coon Creek Country Days, Inc.* is a 501(c)(3) organization** formed to host our annual festival, which raises money for community organizations in and around Hampshire. Below are just a few of the organizations we have supported.

- American Legion Post 680
- Burlington-Hampshire Area Food Pantry
- Hampshire Fraternal Order of Police *Shop with a Cop* program
- Hampshire High School Marching Band
- The Ranch of Hope Reins
- VFW of Hampshire

To make 2021 the best festival yet—***Bigger & Better!***—we respectfully request your participation as a sponsor. Our packages offer a variety of commitment levels, the details of which are set forth in the following pages.

In the meantime, we welcome any questions you may have about sponsorships. At your convenience, please review the enclosed material and do not hesitate to call with any questions or concerns or if you need additional information.

Regards,

*Coon Creek Country Days* Committee  
Carl Palmisano, president, 224-402-3273



## **Hampshire Coon Creek Country Days, Inc.**

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### **Hampshire Coon Creek Country Days Sponsorship Levels—2021**

#### **Topaz Sponsor: Up to \$100**

- Inclusion in the Sponsor Honor Roll Banner;
- Inclusion in the 8.5" x 11" tri-fold brochure located at businesses throughout the Hampshire area; and
- A placement on the HCCCD website.

#### **Jade Sponsor: \$100**

- Includes all the Topaz features, plus:
  - One (1) HCCCD 2020 edition t-shirt.

#### **Opal Sponsor: \$250**

- Includes all the Jade features, plus:
  - Inclusion in the Festival Program handout; and
  - HCCCD Hospitality Booth: joint marketing for four (4) days where your organization or business' coupons/flyers/brochures will be distributed.

#### **Emerald Sponsor: \$500**

- Includes all the Opal features, plus:
  - One (1) 2' x 5' full-color banner with your logo and sponsorship level displayed at the festival's main entrance (*sponsor to keep banner*);
  - One (1) free entry as a participant in the parade;
  - Daily public announcement—from the public address system throughout the festival—about your business or organization; and
  - \$25 in Coon Creek Cash (voucher that can be used for food, beverage and the carnival).

#### **Ruby Sponsor: \$1,000**

- Includes all the Emerald features, plus:
  - One (1) 4' x 4' banner, upsized from the Emerald package; displayed at the fest's main entrance;
  - Inclusion in multiple HCCCD newspaper display ads placed in the seven (7) days prior to the festival;
  - Daily public announcements from the public address system; and
  - An additional \$75 in Coon Creek Cash (total of \$100).



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### **Sapphire Sponsor: \$2,500**

- Includes all the Ruby features, plus:
  - One (1) free booth space in the crafter area—10' x 10';
  - Daily public announcements from the public address system;
  - An additional \$50 in Coon Creek Cash (total of \$150); and
  - One (1) additional HCCCD 2020 edition t-shirt for a total of two (2).

### **Diamond Sponsor: \$5,000**

- Includes all the Sapphire features, plus:
  - One (1) 8' x 4' banner, upsized from the Sapphire package (replaces 4' x 4');
  - One (1) 2' x 5' full-color banner with your logo and sponsorship level displayed at the festival's main entrance (*sponsor to keep banner*);
  - Two (2) VIP Backstage Access Passes for all the musical entertainment;
  - Daily public announcements from the public address system; and
  - An additional \$50 in Coon Creek Cash (total of \$200).

Please complete the Sponsor Form attached, including your sponsorship level selection, to the *Hampshire Coon Creek Country Days Committee* at the address below:

**234 S. State Street, PO Box 927, Hampshire IL 60140.**

For those sponsorship levels that contain special mentions throughout the festival, please complete the Public Address Daily Announcements Form also attached, and return it with the Sponsor Form.

To ensure receiving all of the above features, especially those containing advertising and time-sensitive printing, please mail your sponsorship form together with all pertinent forms and payment no later than **June 12, 2021**

For any questions, please contact Carl Palmisano at 224-402-3273.



## Hampshire Coon Creek Country Days, Inc.

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### Sponsor Form

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

#### Sponsor Level

- Diamond Sponsor - \$5,000
- Sapphire Sponsor - \$2,500
- Ruby Sponsor - \$1,000
- Emerald Sponsor - \$500
- Opal Sponsor - \$250
- Jade Sponsor - \$100
- Topaz Sponsor - \$50

Please indicate what size shirt you prefer: Small Medium Large Extra Large

Please mail the completed form together with payment to:

Hampshire Coon Creek Country Days, 234 S State Street, P.O. Box 927, Hampshire IL 60140

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## Sponsor Public Daily Announcement Form

Company Name: \_\_\_\_\_

### Sponsor Level

- Diamond Sponsor
- Sapphire Sponsor
- Ruby Sponsor
- Emerald Sponsor

Please provide your announcement:

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