



Hampshire Coon Creek Country Days, Inc.

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

March 01, 2022

Dear Friend of Hampshire Coon Creek Country Days,

Planning is well under way for *Hampshire Coon Creek Country Days 2022*—the single largest event in Hampshire that brings together friends, family and folks from all over the area! The 2021 festival came back after a year off stronger than ever and it was by far our best year yet. Due in large part to many folks wanting to come out and enjoy themselves after being restricted with staying home due to the Covid-19 pandemic. With this in mind, we are hoping once again that there will be a large turnout for 2022. We have plans to make the 2022 event better than last year.

Due in large part to your generous support, the 39th *Coon Creek Country Days* has increased its entertainment and parade budgets and is now able to shore up its infrastructure, such as building a larger, grander stage. Favorite bands and activities from years' past will be with us once again, plus additional family friendly activities. We are confident that 2022 will be one of our biggest years yet in terms of attendance and we would truly value you joining us again this year.

The festival is set for Thursday, August 25 to Sunday, August 28. We ask that you once again save the dates and plan on attending. We would be honored to have your participation as both a sponsor and an attendee.

We trust that *Coon Creek Country Days* has proven itself to be a sound investment choice for the marketing dollars you spend. **How can an HCCCD sponsorship continue to benefit you in 2022?**

- All your donations, sponsorships and in-kind gifts are tax deductible in accordance with the IRS code.
- The same core team of volunteers that has made the Fest so successful since 2015 remains in place for 2022.
- We continue to provide sponsorship levels to fit all budgets.
- Our sponsorship packages promote your business or organization to thousands of festival-goers.

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.

- Cal's Angels (helps children with cancer)
- Burlington-Hampshire Area Food Pantry
- Ane's Angels (aids less-fortunate families)
- Hampshire High School Marching Band
- Hampshire Historical Society
- Hooves to Heal

To make 2022 the most prosperous festival yet, we respectfully request your participation once more as a sponsor. The details of the packages are set forth in the following pages. In the meantime, we welcome any questions you may have.

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

Coon Creek Country Day's Inc. is a 501(c)(3) organization



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Hampshire Coon Creek Country Days Sponsorship Levels—2022

Topaz Sponsor: Up to \$100

- Inclusion in the Sponsor Honor Roll Banner;
- 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:
 - 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 20, 2022

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



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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:
