

City of Ottawa

301 W. Madison Street
Ottawa, Illinois 61350

RE: 2011 Ottawa Riverfest Sponsorship

It's considered a marketing manager's dream. Riverfest appeals to a broad spectrum of people.

Riverfest is your ticket to reaching a young, well educated audience with about 40% of those attending bringing their children. This event is one of the top tourist attractions in La Salle County.

Being a sponsor of an event like Riverfest leaves a positive image of the company. In this packet, you will find 2011 Ottawa Riverfest Sponsorship opportunities for this year's events.

This package is regarding a possible sponsorship for the city of Ottawa's events which will begin on Thursday, August 4 - Sunday, August 7, 2011.

Riverfest is very well attended and people plan their vacations, class reunions, family reunions, etc. around Riverfest each year.

On Saturday night, August 5, 2006 during the "Taste of Ottawa", the city of Ottawa was very pleased to announce that we were having CSI: NY'S GARY SINISE AND THE LT. DAN BAND playing here. Gary named his band after the character he played in the Award-winning movie, FORREST GUMP. Gary Sinise is the bass guitar player for his band.

The Lt. Dan Band has an Ottawa native, Jeff Vezain, who is one on the band's vocalists and we were very happy that Jeff came home to sing.

This was a record breaking year for Ottawa Riverfest's "Taste of Ottawa".

I am working diligently to finance at least 50% of overall expenses to help offset the non-refundable costs to the city for events such as the one mentioned above.

Once you have had the opportunity to look at the sponsorship opportunities, please contact me and I will be more than happy to go over the sponsorship package with you.

Other sponsorships may be available if you would like to contact me to discuss the possibilities.

Please let me know by June 10 if you would like to be an Ottawa Riverfest Sponsor.

I look forward to hearing from you.

Sincerely,
Heidy Eisert Riverfest Coordinator

City of Ottawa Riverfest 2011

Sponsorship Opportunities

City of Ottawa
Riverfest 2011
Sponsorship
Inventory

EVENTS...

AGRICULTURE DAY – Saturday, August 6 - \$500.00 Sponsorship Level

PARADE – Sunday, August 7 - \$500.00 Sponsorship Level

JACKSON STREET EVENTS – Saturday, August 6 & Sunday, August 7 - \$500.00 Sponsorship Level

KIDS' FISHING RODEO – Thursday, August 4 - \$100.00 Sponsorship Level

PADDLE BOAT RACES – Thursday, August 4 - \$100.00 Sponsorship Level

“TANGIBLES”

“TASTE OF OTTAWA” TICKETS - \$2,000.00

“TASTE OF OTTAWA” WRISTBANDS - \$2,000.00

includes your logo on the wristbands, one (1) of your vehicles and a big advertising balloon
(that you would provide) down at the “Taste” site.

“TASTE OF OTTAWA” ENTERTAINMENT...

\$5,000.00 - \$10,000.00 Sponsorship Level

Includes stage banner & announcements

THURSDAY, AUGUST 4

FRIDAY, AUGUST 5

SATURDAY, AUGUST 6

SUNDAY, AUGUST 7

Level A Sponsor

Sponsorship Level **\$10,000.00**

	<u>Value</u>
Banner Ad on Official 2011 Ottawa, IL Riverfest Website, 10x Rotation Linkable to Your Site Viewed by over 200,000 Web Guests	\$10,000.00
(6) Full Banners (3x6) at the "Taste Of Ottawa" Site	\$6,000.00
(4) Riverfest Backstage Passes	No Cash Value...Just Fun!
Presented as Presenting Sponsor in all Advertising for Your Event (Banner at your event, logo on tangible)	\$10,000.00
Schedule of Events – Your Logo Printed and Distributed	\$240.00
Twelve (12) Strips of "Taste" Tickets	\$120.00
Twenty-six (26) Carnival Coupons	\$126.00
Your Company's Total Value Package: \$26, 486.00	

Level B Sponsor

Sponsorship Level **\$5,000.00**

	<u>Value</u>
Banner Ad on Official 2011 Ottawa, IL Riverfest Website, 3x Rotation Linkable to Your Site Viewed by Over 200,000 Web Guests	\$3,000.00
Three (3) Full Banners (3x6) at the "Taste of Ottawa" Site	\$3,000.00
Two (2) Riverfest Backstage Passes	No Cash Value...Just Fun!
Named as Presenting Sponsor in all Advertising for Your Event (Banner at your event, logo on tangible)	\$5,000.00
Schedule of Events – Your Logo 100 Printed and Distributed	\$240.00
Eight (8) Strips of "Taste" Tickets	\$80.00
Eighteen (18) Carnival Coupons	\$84.00

Your Company's Total Value Package: \$11,404.00

Level C Sponsor

Sponsorship Level
\$2,000.00 - \$3,000.00

	<u>Value</u>
Banner Ad on Official 2011 Ottawa, IL Riverfest Registration Linkable to Your Site Viewed by Over 200,000 Web Guests	\$2,000.00 Website,
Two (2) Full Banners (3x6) at the "Taste of Ottawa" Site	\$2,000.00
Two (2) Riverfest Backstage Passes	No Cash Value...Just Fun!
Named as Presenting Sponsor for Your Event (Banner at your event, logo on tangible)	\$2,000.00
Logo on Schedule of Events – Your Logo 100 Printed and Distributed	\$240.00
Two (2) x (6) Strips of "Taste of Ottawa" Tickets	\$60.00
Fourteen (14) Carnival Coupons	\$63.00

Your Company's Total Value Package: \$6,363.00

Level D Sponsor

Sponsorship Level **\$1,000.00**

	<u>Value</u>
Banner Ad on Official 2011 Ottawa, IL Riverfest Website, 1x Rotation Linkable to Your Site Viewed by over 200,000 Web Guests	\$1,000.00
(1) Full Banner (3x6) at the "Taste of Ottawa" Site	\$1,000.00
(2) Riverfest Backstage Passes	No Cash Value...Just Fun!
Schedule of Events – Your Logo 1000 Printed and Distributed	\$240.00
(4) Strips of "Taste" Tickets	\$40.00
(10) Carnival Coupons	\$42.00

Your Company's Total Value Package: \$2,322.00