

# **Custer's Last Stand**

**847-328-2204**

**www.custerfair.com**

**Dates: June 19- 20, 2010**

**Location: Chicago Avenue and Main Street, Evanston, Illinois**

**Hours: 10AM-9PM both days**

**Attendance: 70,000**

**Demographics: Primary: A25-54, Families**

## **Overview:**

This eclectic annual arts festival, in 2010 celebrating its 38<sup>th</sup> year as an acclaimed summer institution, has grown to become Evanston's largest and oldest outdoor community event. It's also considered to be one of the region's top art fests and its diverse mix of arts & crafts includes ceramics, paintings, pottery, photographs, jewelry, graphic arts, wearable art, home crafts, antiques and collectibles.

Custer Fair features continuous music on two stages, a separate children's park with an entertainment stage, and food booths featuring the cuisine of more than 30 area restaurants. The fair started on Custer Avenue, which was named to commemorate the heroism of Gen. George Armstrong Custer during the Civil War. In keeping with that tradition, fair staffers wear Civil War Calvary costumes.

More than 400 vendors participate in Custer's Last Stand. By comparison, The Taste of Chicago has 120 vendors.

## **Sponsorship and Event Affiliation:**

Target: 70,000 upscale educated A25-54 at Evanston's oldest, largest and most prestigious art festival.

## **Custer's Last Stand Presenting Sponsorship**

### **Name in Title**

Your company's name will be in the title of this event.(i.e. "The Custer's Last Stand Presented by your company"). As Presenting Sponsor, your company will be the name most closely associated with this event and most visible on-site, in all media and related event public relations.

### **Media**

#### ***Print Advertising:***

Your company will be listed as event presenter and have prominent logo placement in:

- (Pioneer Press)
- (The Reader)
- (Evanston Roundtable)
- (tba)

#### ***Radio:***

Your company name in title in all radio ads (schedule tbd)

#### ***Event Specific Print:***

Your company name in title and logo prominently positioned in:

- Event posters (500).
- Entertainment schedule handbill (5,000)
- Official Fair Guide (2,500)

### **Internet**

- Your company listed as "Presenter" and logo inclusion on festival web page.
- A link will be set up to your company's website from festival web page.

### **On-Site Benefits**

- Category exclusivity.
- Banner placement on music stages.
- Banner placement throughout event site: 6
- A 10'X10' tented, furnished booth to sell, sample, demonstrate and/or display.
- Couponing or literature distribution at each entrance gate.
- Opportunity to display corporate inflatable, or waste receptacles, table umbrellas, or other promotional fixtures.
- Ten pre-recorded stage announcements identifying your company as presenting sponsor.

**Your Company's Investment: \$15,000.**

# **Custer's Last Stand Stage Sponsor**

## **Sponsorship Designation**

As sponsor of The Custer's Last Stand stage, your company will be named in the stage title, (i.e., the "Your Company" Music Stage).

## **Print Media Logo Inclusion**

Your company's logo will be included in:

- (Pioneer Press)
- (The Reader)
- (Evanston Roundtable)
- (tba)

## **Signage**

- Banner placement throughout event site: 4
- Prominent banner placement on your sponsored stage.

## **Event Advertising**

- Named as stage sponsor on event poster (500).
- Named as stage sponsor on entertainment handbills (5,000).
- Named as stage sponsor on festival web page.
- Official Fair Guide (2,500)

## **On-Site Benefits**

- Category exclusivity.
- One 10'X10' tented area to sell, sample, demonstrate and/or display.
- Ten pre-recorded stage announcements identifying your company as stage sponsor.
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## **Your Company's Investment**

\$8,000.

## **Custer's Last Stand Official Sponsor**

### **Sponsorship Designation**

- Your Company will be listed as "Official Sponsor" of Custer's Last Stand.

### **On-Site Entitlements**

- Your company will be provided with a 10'X10' tented booth, including tables and chairs. Your company's booth may be used to sell, sample, demonstrate, and/or display your products and services.
- Ten pre-recorded stage announcements identifying your company as "official sponsor".

### **On-Site Signage**

- Entrance gate signage, maximum two.
- Official Fair Guide (2,500)

### **Your company's Investment**

\$3,500.

# **Custer's Last Stand Official Entertainment Sponsor**

## **Sponsorship Designation**

- Your Company will be listed as "Official Sponsor" of Custer's Last Stand.

## **On-Site Entitlements**

- Ten pre-recorded stage announcements identifying your company as "official sponsor".

## **On-Site Signage**

- Entrance gate signage or banner over stage, maximum two.

## **Event Advertising**

- Named as act or stage sponsor on event poster (500).
- Named as act or stage sponsor on entertainment handbills (5,000).
- Named as act or stage sponsor on festival web page.
- Official Fair Guide (2,500)

## **Your company's Investment**

Single Act \$1,000.

Entire Stage for one day \$5,000