VILLAGE OF
LINCOLNSHIRE

2026 Special Events Sponsorship Opportunities

Red, White, & BOOM! – July 3 and 4

- ☐ Main Sponsor - $2,000
- ☐ Partner - $1,000
- ☐ Contributor - $750

Boo Bash – October 30

- ☐ Main Sponsor - $2,000
- ☐ Partner - $1,000
- ☐ Contributor - $750

Summer in the Shire Concerts

- ☐ June 18 Concert Sponsor - $1,000
- ☐ August 27 Concert Sponsor - $1,000
- ☐ VIP Concert Sponsor - $1,500

Lincolnshire Lights – December 4

- ☐ Main Sponsor - $2,000
- ☐ Partner - $1,000
- ☐ Contributor - $750

All Events

- ☐ Premium Sponsor - $5,000

Sponsorship Benefits - All Events

Red, White & BOOM! *Boo Bash* *Lincolnshire Lights*				*Summer in the Shire Concerts*	
Benefit	***Individual Event Main Sponsor / All Events Premium Sponsor***	***Partner***	***Contributor***	***Concert Sponsor***	***VIP Concert Sponsor***
Promotional table	X				X
Individual sponsor banner	X	X		X	X
Distribution of flyers	X	X	X	X	X
Recognition by bands/DJ	X	X	X	X	X
Recognition on Village communication platforms	X	X	X	X	X
Logo on an all-sponsor banner	X	X	X		X

Sponsorships can be made to "Village of Lincolnshire" by cash, check, credit card, or ACH transfer. Please note credit card transactions are subject to a processing fee of 2.95% plus $0.50 per transaction. ACH fees vary based on the amount.

Business/Organization:

Authorized Representative Name/Title:

Email/Phone:

Date:

For further information, please contact Tonya Zozulya at tzozulya@lincolnshireil.gov or at 847-913-2313.

VILLAGE OF
LINCOLNSHIRE

PRIVATE SPONSORSHIP POLICY
February 25, 2019

1. **Policy**

1.01 The Village of Lincolnshire ("Village") relies on the support of businesses, organizations, and individuals to host an array of community events throughout the year. The Village recognizes the role sponsorships play in supporting the community, as well as promoting tourism and economic development. Because of the close relationships between the Village and community stakeholders, as well as varying degrees of interest and participation from these stakeholders, guidelines are necessary to establish expectations; to ensure the quality of events is maintained; and to develop consistency between the form of sponsorship and theme of the events.

2. **Statement of Intent and Purpose**

2.01 The purpose of this policy is to establish guidelines and criteria for the Village's solicitation and acceptance of private funds as well as in-kind products and services.

2.02 Sponsorship funds, products, and services shall offset, in whole or in part, the costs of the Village's special events and programs. These events and programs may include, but are not limited to, the 4th of July Celebration, Cruisin' with the Cops, National Night Out, Boo Bash, and the Winter Holiday event.

2.03 The Village prioritizes sponsorships from Lincolnshire-based businesses or organizations, or businesses and organizations located outside the Village with significant ties to Lincolnshire, as determined by the Village on a case-by-case basis. Examples of significant ties to Lincolnshire may include, but are not limited to, services to Lincolnshire residents or businesses or through ongoing partnerships with the Village.

2.04 Sponsorship through the contribution of funds or in-kind services (including, but not limited to contributions of staff, equipment or other services, booth participation or promotional items) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives:

a. Promote Lincolnshire as a desirable place to live, visit, and do business.
b. Promote Lincolnshire as a visitor destination and/or bring tourism- associated revenue to the Village.

c. Enhance quality of life and well-being
d. Promote cultural and artistic awareness among residents and businesses.

3. Responsibility

3.01 The Village Manager or his/her designee is responsible for ensuring compliance with this policy.

3.02 The Village is ultimately responsible for the control of content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication logistics/layout. The Village declares the selection of content and sponsors of the Village's special events and programs to be an exercise of governmental speech and the Village's freedom of association over which the Village shall exercise exclusive control.

3.03 The Village reserves the right to not invite or welcome specific sponsorships if they do not add value to an event, if they have demonstrated a history of diminishing an event, if the products or services provided by a sponsor are likely to harm the Village's good will, or the Village's association with the sponsor will place the Village's reputation in a bad light. The Village may terminate an existing sponsorship for the same reasons.

4. Sponsorship Definitions

4.01 The Village solicits sponsorships in recognition of their role in supporting community events, supplementing the Village's General Fund contributions, and promoting community engagement, partnerships, and service.

4.02 Sponsorships may be considered as cash or in-kind products or services offered by sponsors in exchange for public recognition or promotion related to a specific Village-sponsored event, activity, or program. Examples of in-kind products and services may include providing gift cards for raffles/prizes or staffing an activity at a special event.

4.03 Sponsorships in the form of staffing an event activity shall align with and contribute to the theme of the event. Although sponsors may be eligible to staff a table or organize an activity, the primary focus of their sponsorship shall be to positively supplement the event and the Village's own staff resources to provide the attraction/activity at the event. Sponsors may be allowed to distribute promotional materials in concurrence with their activity, so long as it does not distract patrons, detract from the event or increase the likelihood of litter.

4.04 This policy does not apply to private donations, which are governed by a separate policy.

5. Sponsorship Benefits

5.01 The following are examples of benefits offered to sponsors in exchange for their funds or in-kind products or services, depending on the specific sponsorship level or tier that can vary based on the special event:

a. A mention of the sponsor name in Village publications/website and social media, signage at the event.
b. Placement of a sponsor logo on sponsor banner. High-resolution logos are to be sent to the Village in "png", "tif", or similar formats. If a logo is received and is unusable due to format, design, quality, or content, corrected artwork may be submitted prior to the deadline. The deadline shall be concurrent with submittal of a sponsor's contribution (30 days – see Section 6.01). All logos are subject to final approval.
c. Display of sponsor-provided banners with a sponsor name and/or logo only. The banner is to be provided to the Village at least seven days prior to the event.
d. Display of products or services at a table. Emphasis of the display shall be on the positive contribution and complement to the event. Exclusive sale of products/services and/or registration of customers/ members is prohibited, as are displays deemed offensive or inappropriate by the Village or general public based on prevailing community standards.

6. Sponsorship Submittal & Acknowledgement

6.01 Sponsors are required to complete and submit a Village-provided form stating the level of their monetary or in-kind contribution, as well as the monetary contribution itself, at least 30 days prior to the event to take advantage of the full array of benefits.

6.02 The Village will contact each sponsor to acknowledge the receipt of the sponsorship as well as the corresponding benefits. The Village will also coordinate with the sponsor regarding the appropriate staffing levels and logistics if an in-kind sponsorship is selected.

6.03 Special requests from the sponsor are to be approved by the Village's Special Events Committee.

6.04 Sponsorship level exclusivity is not guaranteed, and more than one entity may qualify for any sponsorship level.

7. Event and Sponsorship Cancellation

7.01 The Village reserves the right to cancel or postpone an event due to weather- related emergencies or other extenuating circumstances

7.02 Events canceled by the Village allow sponsors to apply their full sponsorship amount toward a future event selected by the sponsor in consultation with the Village.

7.03 In-kind sponsorships related to an event, which is cancelled, may not be applied to a future event.

7.05 Requests for the withdrawal of previously issued sponsorships to the Village shall be made in writing at least 30 days prior to the event.

8. Assumption of Risk & Indemnification

8.01 Sponsors assume all risk and liability related to their participation in special events, and shall indemnify the Village and its employees via a liability waiver.