



Standard Sponsorship Booth | On-Site Rights



Only \$2795 Fees are based on individual event prices. Discounts are applied to multiple event participation - see below.

The Investment for a traditional 10' by 10' space is only \$2795. This price, compared to other media, offers extreme value and should be viewed as the best way to activate your marketing and advertising dollars. Face-to-face interaction is something that NO other marketing vehicle can offer.

Yes! I don't want to miss out on this incredible value and unbelievable opportunity to Build my Business. Sign me up today and secure my place as a Standard **VIP** Business Sponsor for Select Events.

Check Each Box to Secure your Space at the 2011 StarEvents Festival Series

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Chocolate Festival | <input type="checkbox"/> Glencoe Grand Prix | <input type="checkbox"/> Summer on Southport | <input type="checkbox"/> BBQ Festival |
| <input type="checkbox"/> Chicago Mayfest | <input type="checkbox"/> Chicago Summerfest | <input type="checkbox"/> Retro on Roscoe | <input type="checkbox"/> The Boulevard |
| <input type="checkbox"/> June Jam | <input type="checkbox"/> Rockin' Ribfest | <input type="checkbox"/> Wrigleyville Summerfest | <input type="checkbox"/> Hyde Park Jazz Festival |
| <input type="checkbox"/> Midsommarfest | <input type="checkbox"/> Homewood Days | <input type="checkbox"/> Chicago Korean Festival | <input type="checkbox"/> Apple Festival |
| <input type="checkbox"/> Taste of Randolph | <input type="checkbox"/> Rock Around the Block | <input type="checkbox"/> North Side Summerfest | |
| <input type="checkbox"/> Strawberry Festival | <input type="checkbox"/> Irish Festival | <input type="checkbox"/> Long Grove Art Festival | <input type="checkbox"/> All Season Pass |

ON-SITE RIGHTS FEE - CALCULATION	
Total # of Festivals = _____ @ \$2795 \$ _____	
<small>Insert Number</small>	
Participate in 5 or More Events - Receive a 10% Discount	Reduce 10%
Participate in 10 or More Events - Receive a 25% Discount	Reduce 25%
Additional 10' Space _____ @ \$1000 Each \$ _____	
<small>Insert Number</small>	

GRAND TOTAL	\$ _____

Included in FEE	
10' by 10' Space	Included
10' Canopy with Side Walls	Included
1 - 6' Table	Included
2 - Chairs	Included
Logo Inclusion	Included
Sampling Fee	Included
Right of First Refusal	Included

Method of Payment

Please specify payment type by checking the appropriate box below.

- Cash Check Money Order Visa MasterCard American Express

Name _____ Business Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Credit Card: _____ Visa _____ MasterCard _____ Amex _____ Discover _____ CVS# _____

Credit Card # _____ Exp. Date _____

Your signature below indicates the terms outlined in the application are agreed upon.

Print Name _____ Initials _____

Signature _____ Date _____

Providing this information constitutes your permission for StarEvents to charge your credit card. You also allow us to contact you regarding related information via mail, email, fax, and/or phone message.

Other Sponsor Levels to Consider:

TITLE - Starting at \$25,000 | **STAGE** - Starting at \$12,500 | **PREMIUM** - Starting at \$3,795 | **GREEN** - Starting at \$2,995

Call StarEvents to find out more information on additional levels of Sponsorship. We can design a package to fit your specific needs.

If this accurately sets forth our agreement, please sign above and mail the completed application to:

StarEvents, 1609 W. Belmont Avenue, Chicago, IL 60657

Fax the completed form to: (773)665-4866 • Call StarEvents at (773)665-4682



SPONSORSHIP APPLICATION



Top BENEFITS

Our Award Winning Events Provide the Following Benefits:

Premium Space & On-Site Rights

We will position our sponsors in the heart of our venues within spaces that provide the best traffic. We offer a standard 10' by 10' space that includes our standard equipment package. We will work with our applicants to accommodate their space requirements and provide all the necessary logistical support.

Sponsors will be allowed to sample, sell, and showcase their products and/or services. You will be able to connect with our attendees in a way that provides the best results. We will provide you with on-site rights that will allow you to get your products into the hands of our attendees.

Inclusion of Logo in Print Campaign

Your Company ID will be featured in our extensive, pre-event, marketing campaign. Your company will be showcased in our event marketing materials leading up to the event.

Note: Media outlets like The Chicago Tribune, RedEye, Chicago Parent, Daily Herald, and others regularly sponsor our events and provide editorial coverage and promotional support. Our community events offer a face-to-face opportunity that will drive viewers, readers and listeners to their outlets.

In addition to regional coverage, we promote to community-based websites like MetroMix.com, The Mayor's Office of Special Events and other sites where Chicago citizens go to get information on what's happening.

Our events appeal to a sophisticated, music-savvy audience, and we leverage media heavily to generate visibility and reinforce our sponsors' messages. We have standing agreements for advertising and promotional packages with high profile stations like 93XRT, 101.9 The Mix, and JACK FM for commercials, PSA's and on-air promotions.

VIP Treatment

We provide VIP passes for you. These passes create a RED CARPET treatment that you can share with your preferred clients, customers, employees and others. Pass holders will be treated to hospitality, snacks, and beverages in our special 'VIP' areas. Our VIP's get access to the best viewing areas and facilities like seating and restrooms to enjoy each festival in style.

Signage Rights

A Banner (up to 3'x10') displayed in a prominent location on our venue. **banner(s) provided by sponsor*

The sponsorship fee reflects your participation as a 'Standard Sponsor' in 2011. StarEvents looks forward to working with you to achieve all your objectives at each event.

This will confirm the terms and conditions on which "you" have agreed to sponsor select festival(s) organized by StarEvents ("us").

We hereby grant you the right to be an Official Sponsor. You shall have the right to use the approved Event names and trademarks in advertising prior to and for three (3) months following the event(s) in connection with your sponsorship fees. All materials created are subject to our written approval, which shall not be unreasonably withheld.

If your sponsorship application is approved, we shall have the right to use your trademarks and logos, if mutually agreeable, in advertising and promotion materials.

In consideration of all rights granted you hereunder, you shall pay the agreed upon rights fees for event sponsorship. 50% of total amount due for all sponsored events shall be received by us within 15 days of the date of signing this agreement. This amount to be credited as a 50% deposit for selected events. The remaining 50% amount due for event sponsorship shall be received by us no later than 10 days prior to the first day of event.

Invoices and confirmation letters will be sent upon completion of agreement and within 10 days of each approved event.

Each party represents and warrants that it is free to enter this Agreement without violating the rights of any person, that its trademarks do not infringe the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.

Grass Roots Outreach

Each of our Festivals benefit charitable groups and non-profit organizations. Our clients work hard to make sure the word of mouth for our events is prevalent in the community. Also, our clients encourage their membership base to support our sponsors.

Outdoor Promotions

Our events are located in Chicago's premiere neighborhoods and provide the best demographics. Our street teams get into these neighborhoods and promote our events. Our campaigns are incorporated into the fabric of the Chicago and the daily routine and lifestyle patterns of attendees. Posters, Flyers, Banners and unique publicity devices are employed liberally in our urban areas and each prominently feature sponsor logos.

Direct Link to www.StarEvents.com

A highly visible link will be provided for at least 90 days on StarEvents.com. We will work with your team to ensure the proper sized banner ad or logo link on the events main page.

StarEvents.com receives over a half-million unique visits throughout the year. According to Alexa, we are ranked in the top 60,000 sites in the USA! Our visitors are affluent, computer literate, and average over 15 minutes per visit.

Sponsors receive a spot for your linked logo on our "Sponsor" page. StarEvents also leverages our social media and sends out thousands of emails to our opt-in attendees with information on our events and sponsors.

Live Commercial - Stage Announce

This feature allows you to reach the attendees during the entire event. This message is designed by you and included in a professionally produced digitally remastered commercial that plays all weekend. This spot will run before & after each act on our main stage(s).

Valuation Guaranteed

Our events are guaranteed to provide better results than any other form of media. The investment for ROI is way better than radio, print, or television vehicles - and more affordable.

Initial: _____

License Agreement Terms

In the event that an event does not take place due to any cause beyond the reasonable control of the parties, this agreement shall terminate and our only obligation shall be to return to you the fee paid us hereunder less any direct out-of-pocket expenses incurred by us prior to date of termination.

This agreement does not constitute a partnership or joint venture or principal agent relationship between the two parties involved in this Agreement. This Agreement may not be assigned by either party. It shall be governed by Federal laws. This document is complete and represents the entire agreement between the parties.

StarEvents shall use our best efforts to conduct and promote each festival. We will make every effort to maximize your visibility and attempt to provide substantial return on your investment in exchange for the rights fee paid.