

Naperville's Last Fling Official Sponsorship



Crowd gathers for Cheap Trick show at Last Fling 2007

Dates: August 29 - September 1, 2008

Location: Naperville, Illinois

Hours: Fri: 5PM-11PM; Sat: 10AM-11PM; Sun: 10AM-11PM; Mon: 10AM-6PM

Attendance: 300,000

Demographics: Primary: A25-54 families

Overview: Naperville's Last Fling is a four-day, end-of-summer extravaganza of family entertainment.

If it weren't for the event's sophisticated musical entertainment, visitors would swear that they had re-visited a big county fair from a bygone era. The event attracts more than 300,000 people who come from all over the region to experience top flight national and regional musical entertainment from multiple stages, a full blown carnival, a Labor Day Parade, two beer gardens with entertainment, Fling Mile road race, Highland Games, Big Wheel races, a Diaper Derby, Square Dancing, Senior Citizen's Bingo, a talent show, a craft fair, a kid's slam dunk contest, a pie eating contest, a rib cook-off, an apple pie bake-off, an antique car show, a wine tasting, a super soccer shoot-out, and, believe it or not, more. The food offerings are many and varied. There is something for every taste, from elephant ears and fried Wisconsin Cheese to corn on the cob and Chinese dumplings.

Besides the size and scope of this event, the most remarkable element of Last Fling is the community participation. The Naperville Jaycees build this event as precisely as a fine-tuned clock; gathering momentum, enthusiasm and help from volunteers all year long. Local businesses as well as corporate sponsors get involved, lending support to the overall effort. The event has become an icon in this community, a first rate example of what community spirit can accomplish.

When the weekend is complete, all of the net proceeds of this wonderful event are donated to back to non-profits organizations in the community.

Sponsorship and Event Affiliation

Target 300,000 upscale, educated A25-54 families at one of the largest Labor Day celebrations in the Midwest.



The BoDeans at Last Fling 2007



Patrons attend carnival at Last Fling 2007





Main Stage: Home to the best entertainment of the weekend. The main stage is the focal point of the Last Fling during its evening concerts. National acts such as The BoDeans, Cheap Trick, Collective Soul, Everclear, Hootie and the Blowfish, Kansas, and .38 Special have headlined the Main Stage over the last few years. The stage will be named after the sponsoring company and will be used in a wide variety of media throughout the Chicago suburbs.

- Prominent display corporate logo on Main Stage during entire weekend
- Named as a Main Stage Sponsor in all media and programs
- Corporate logo used in Last Fling advertising (newspaper, radio, television) as Main Stage Sponsor
- Corporate logo to be displayed on 24,000+ tickets printed for Main Stage admissions
- Named sponsor of a Last Fling major entertainment event
- Named as Main Stage Sponsor during on stage announcements
- 200 tickets (1 dinner and free beverages per ticket) for admission to Rotary Hill and Sponsor's Tent
- Prominent display of 6 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Company logo included in the Last Fling "Thank You" ad
- Company logo included on top of Naperville Jaycees Last Fling website
- 8 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2008)
- 75 tickets for 1 ride each at the Last Fling Carnival
- 1/2 page ad in the Last Fling Program (Ad size is approximate)
- Business Expo booth (Regular cost \$3,500; Application due by June 30, 2008)





Chrysler Ride and Drive display in Riverview Lot at Last Fling 2007

Riverview Lot: Large lot right at entrance to Last Fling in downtown Naperville. Perfect spot for large corporate displays. This is a prime spot for maximum foot traffic all 4 days of the event. It is located at the main entrance to the Last Fling on Jackson Street, right across from the Entertainment Stage.

- Use of 100' x 60' lot in prime location for corporate display
- Named as a Entertainment Stage Sponsor in all media and programs
- Corporate logo used in Last Fling advertising (newspaper, radio, television) as Entertainment Stage Sponsor
- Named sponsor of a Last Fling major entertainment event
- Named as Main Stage Sponsor during on stage announcements
- 50 tickets (1 dinner and free beverages per ticket) for admission to Rotary Hill and Sponsor's Tent
- Prominent display of 6 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Company logo included in the Last Fling "Thank You" ad
- Company logo included on top of Naperville Jaycees Last Fling website
- 8 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2008)
- 50 tickets for 1 ride each at the Last Fling Carnival





Entertainment Stage: Best value of the entire event. The Entertainment Stage is located on Jackson Street in the heart of the Last Fling. It is home to great special events by day, and the best local bands by night. All events that take place in this area are free to the public, which makes this a great venue during all hours of the weekend. The entire area will be named after the sponsoring company which will include all advertising media.

- Prominent display corporate logo on Entertainment Stage during entire weekend
- Named as a Entertainment Stage Sponsor in all media and programs
- Corporate logo used in Last Fling advertising (newspaper, radio, television) as Entertainment Stage Sponsor
- Named sponsor of a Last Fling major entertainment event
- Named as Main Stage Sponsor during on stage announcements
- 100 tickets (1 dinner and free beverages per ticket) for admission to Rotary Hill and Sponsor's Tent
- Prominent display of 6 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Company logo included in the Last Fling "Thank You" ad
- Company logo included on top of Naperville Jaycees Last Fling website
- 8 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2008)
- 50 tickets for 1 ride each at the Last Fling Carnival
- Business Expo booth (Regular cost \$3,500; Application due by June 30, 2008)



Family Land: This area provides great entertainment for families with children. From the apple pie eating contest to the petting zoo, there are things for children of all ages.

- Named as a Family Land Sponsor in all media and programs
- Corporate logo used in Last Fling advertising (newspaper, radio, television) as Family Land Sponsor
- Named sponsor of a Last Fling major entertainment event
- 50 tickets (1 dinner and free beverages per ticket) for admission to Rotary Hill and Sponsor's Tent
- Named as Family Land Sponsor during event announcements
- Prominent display of 6 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Company logo included in the Last Fling "Thank You" ad
- Company logo included on top of Naperville Jaycees Last Fling website
- 4 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2008)
- 25 tickets for 1 ride each at the Last Fling Carnival

- 70 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Corporate logo used in Last Fling advertising as a Major Sponsor
- Premier view of the Main Stage entertainment
- Complimentary beverages in the Sponsor's Tent
- Prominent display of 6 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Named as a Major Sponsor in the Last Fling Program
- Company logo included in the Last Fling "Thank You" ad
- Company logo included on Naperville Jaycees Last Fling website
- 6 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2007)
- Named as a Sponsor of a Last Fling major entertainment event
- Corporate logo included on all official Naperville Jaycees Last Fling Staff T-shirts
- 40 tickets for 1 ride each at the Last Fling Carnival
- 1/4 page ad in the Last Fling Program (Ad size is approximate)
- Business Expo booth available for additional \$1,000 (Value of \$3,500; Application due by June 30, 2007)



- 50 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Corporate logo used in Last Fling advertising as a major sponsor
- Premier view of the Main Stage entertainment
- Complimentary beverages in the Sponsor's Tent
- Prominent display of 5 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Named as a Major Sponsor in the Last Fling Program
- Listed in the Last Fling "Thank You" ad in the local paper
- Listed as Major Sponsor on the Naperville Jaycees Last Fling website
- 4 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2007)
- Named as sponsor of a Last Fling major entertainment event
- 30 tickets for 1 ride each at the Last Fling Carnival
- 1/8 page ad in the Last Fling Program (Ad size is approximate)
- Business Expo booth available for additional \$1,000 (Value of \$3,500; Application due by June 30, 2007)



- 36 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsorship Tent
- Complimentary beverages in the Sponsor's Tent
- Premier view of the Main Stage entertainment
- Display of 2 corporate banners (3' x 6') at the Last Fling (Sponsor provides banner)
- Listed as Major Sponsor on the Naperville Jaycees Last Fling website
- Named as a Major Sponsor in the Last Fling Program
- Listed in the Last Fling "Thank You" ad in the local paper
- 2 Last Fling preferred parking passes
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2007)
- Named Co-Sponsor of a Last Fling Main Stage or Entertainment Stage event
- 20 tickets for 1 ride each at the Last Fling Carnival



- 24 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Complimentary beverages in the Sponsor's Tent
- Premier view of the Main Stage entertainment
- Display of 1 corporate banner (3' x 6') at the Last Fling (Sponsor provides banner)
- Listed as Sponsor on the Naperville Jaycees Last Fling website
- Named as a sponsor in the Last Fling Program
- Listed in the Last Fling "Thank You" ad in the local paper
- 1 Last Fling preferred parking pass
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2007)
- Named Co-Sponsor of a Last Fling Main Stage or Entertainment Stage event
- 15 tickets for 1 ride each at the Last Fling Carnival



Gold Sponsor \$1,200



- 16 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Complimentary beverages in the Sponsor's Tent
- Premier view of the Main Stage entertainment
- Display of 1 corporate banner (3' x 6') at the Last Fling (Sponsor provides banner)
- Named as Sponsor in the Last Fling Program
- Listed in the Last Fling "Thank You" ad in the local paper
- Entry in the "Last Fling" Labor Day Parade (Application due by June 30, 2007)
- 10 tickets for 1 ride each at the Last Fling Carnival



Silver Sponsor \$600



Bronze Sponsor \$300

- 8 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Complimentary beverages in the Sponsor's Tent
- Premier view of the Main Stage entertainment
- Display of corporate banner (3' x 6') at the Last Fling (Sponsor provides banner)³
- Named as sponsor in the Last Fling Program
- Listed in the Last Fling "Thank You" ad in the local paper
- Named Co-Sponsor of a Last Fling special event

- 2 tickets (includes 1 dinner per ticket) for admission to Rotary Hill and Sponsor's Tent
- Complimentary beverages in the Sponsor's Tent
- Premier view of the Main Stage Entertainment
- Named as Sponsor in the "Thank You" ad in the local paper
- Named as Sponsor in the Last Fling Program

