

NAPERVILLE JAYCEES'



MUSIC, FOOD & FAMILY FUN!

2018 Sponsorship Opportunities



About the Naperville Jaycees

The Naperville Jaycees is a nonprofit organization of more than 100 young professionals dedicated to community service and fundraising for area charities. Each year the Jaycees plan, organize and manage several events that give local businesses valuable exposure such as the Amazing Halloween Race, Easter Egg Hunt, Food Giving, Lobster Day, Rock the Mic and the Last Fling.

About the Last Fling

Since 1965, the Last Fling has been a Labor Day weekend tradition, drawing an estimated 300,000 people to downtown Naperville. The Last Fling has something for attendees of all ages, from exciting concerts by local and national acts, to a Family Fun Land designed specially for kids with educational exhibits and more, to a lively carnival midway with rides, food and games. The weekend is capped by a patriotic neighborhood parade and the annual Fling Mile race.

In addition The Last Fling Business Expo offers businesses a venue for promoting their products and services directly to potential customers and clients throughout the weekend.

Proceeds from the Last Fling weekend benefit local charity organizations.



Partner

- 40 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Your logo included in all Last Fling media advertising as a Major Sponsor *(Your info due by May 30)*
- Prominent display of 6 of your 3'x6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Your logo included on the Naperville Jaycees Last Fling Committee and Volunteer T-shirts
- Mention as a Major Sponsor in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- 4 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Registration due by May 30)*
- 1/4 page in the Last Fling event program *(Your info due by May 30)*
- Business Expo booth available at a discounted rate

Diamond

- 32 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Your logo included in all Last Fling media advertising as a Major Sponsor *(Your info due by May 30)*
- Prominent display of 5 of your 3'x6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Mention as a Major Sponsor in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- 3 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Registration due by May 30)*
- 1/8 page in the Last Fling event program *(Your info due by May 30)*

Platinum

- 24 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Display of 4 of your 3'x6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Your logo in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- 2 Last Fling preferred parking passes

Gold

- 12 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Display of 2 of your 3'x6' corporate banners at the Last Fling
- Mention as a sponsor in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- Mention as Sponsor on the Naperville Jaycees Last Fling website

Emerald

- 16 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Display of 3 of your 3'x6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Your logo in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- 1 Last Fling preferred parking pass

Silver

- 5 tickets for admission to the Sponsors Tent on Rotary Hill *(Each ticket good for one dinner and complimentary beverages)*
- Display of 2 of your 3'x6' corporate banners at the Last Fling
- Mention as a sponsor in the Last Fling event program *(logo due by May 30)*
- Mention in the Last Fling "Thank You" advertising
- Mention as Sponsor on the Naperville Jaycees Last Fling website

Fling Mile naming rights Premier Sponsor

Perfect for Healthcare, Insurance, Health & Wellness, Fitness Organizations

- Naming rights to the race
- Complimentary expo booth on Jackson
- Logo and naming rights on front of race T-shirts
- Half page ad in the Last Fling event program
- 10 tickets for Sponsor Tent
- 2 preferred parking passes
- Named Main Race Sponsor in all media
- Corporate logo in all Last Fling advertising
- Logo on all bibs for the race
- 4 corporate banners displayed
- Logo and naming rights on the Fling, race and registration website
- Logo on the "Thank You" advertising
- Entry in the Last Fling Labor Day Parade
- Banner on the start and stop structure
- Advertising/coupons in virtual goodie bag
- Company representatives present race awards
- Race entries upon request

Main Stage

Home to the hottest entertainment of the weekend, the Main Stage is the focal point of the Last Fling during its evening concerts. National acts such as O.A.R., Goo Goo Dolls, Collective Soul, Big & Rich and Train have headlined the Main Stage each drawing an estimate of 10,000 people per night. The stage will be named after the sponsoring company and will be used in a wide variety of media throughout the Chicago suburbs.

- 90 tickets for admission to the Sponsors Tent on Rotary Hill *(Good for one dinner per ticket and complimentary beverages)*
- Prominent display of your logo on the Main Stage
- Named as the Main Stage Sponsor in all media and programs *(Information due by May 30)*
- Corporate logo used in Last Fling advertising *(Newspaper, radio, television)* as Main Stage Sponsor
- Your logo displayed on all tickets printed for Main Stage admissions
- Prominent display of 10 of your 3'x 6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Mention in the Last Fling "Thank You" advertising
- 10 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Information due by May 30)*
- Full page in the Last Fling Program *(Registration due by May 30)*
- Business Expo booth *(\$3,200 value; registration due by May 30)*

Riverwalk Lot

The Riverwalk Lot is prominently situated at the entrance to the Last Fling in Downtown Naperville. Located on Jackson Avenue across from the Entertainment Stage, such corporate sponsors as Cadillac, PNC Bank, and Philip Morris have utilized this premier location as a prime spot for maximum foot traffic during all four days of the event.

- 50 tickets for admission to the Sponsors Tent on Rotary Hill *(Good for one dinner per ticket and complimentary beverages)*
- Exclusive use of the 100' x 80' lot in prime location for corporate display
- Mention as the Riverwalk Lot Sponsor in all media and programs *(Information due by May 30)*
- Your logo used in Last Fling advertising as Riverwalk Lot Sponsor *(Newspaper, radio, television)*
- Prominent display of 8 of your 3'x 6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Mention in the Last Fling "Thank You" advertising
- 8 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Registration due by May 30)*
- 1/2 page advertisement in the Last Fling Program *(Information due by May 30)*
- Business Expo booth available at a discounted rate

Last Fling Block Party

1 Sponsor Needed

The Entertainment Stage, prominently located on Jackson Avenue, is home to Special Events as well as performances by the best local and regional acts. This entertainment area generates large crowds throughout the entire weekend, which provides outstanding exposure to the sponsor. The associated tent, stage and advertising media will be named for the company sponsoring the area.

- 50 tickets for admission to the Sponsors Tent on Rotary Hill *(Good for one dinner per ticket and complimentary beverages)*
- Prominent display of your logo on the Entertainment Stage during the entire weekend
- Named as the Last Fling Block Party Sponsor in all media and programs *(Information due by May 30)*
- Your logo used in Last Fling advertising (newspaper, radio, television) as Entertainment Stage Sponsor
- Prominent display of 8 of your 3'x 6' corporate banners at the Last Fling
- Your logo included on the Naperville Jaycees Last Fling website
- Mention in the Last Fling "Thank You" advertising
- 6 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Registration due by May 30)*
- Business Expo booth *(\$3,200 value; registration due by May 30)*
- 1/2 page ad in the Last Fling Program *(Information due by May 30)*

Family Fun Land

1 Sponsor Needed

Family Fun Land is an area that provides great entertainment for families with children. From the apple pie eating contest and bounce houses to the petting zoo, there are activities for children of all ages.

- 50 tickets for admission to the Sponsors Tent on Rotary Hill *(Good for one dinner per ticket and complimentary beverages)*
- Named as the Family Fun Land Sponsor in all media and programs *(Information due by May 30)*
- Corporate logo used in Last Fling advertising *(Newspaper, radio, television)* as Family Fun Land Sponsor
- Complimentary Family Fun Land Business Expo Booth *(\$1,500 value; registration due by May 30)*
- Named as Family Fun Land Sponsor during event announcements
- Prominent display of six 3'x 6' corporate banners at the Last Fling *(Sponsor provides banners)*
- Company logo included on the Naperville Jaycees Last Fling website
- Listed in the Last Fling "Thank You" advertising
- 5 Last Fling preferred parking passes
- Entry in the Last Fling Labor Day Parade *(Registration due by May 30)*
- 1/4 page ad in the Last Fling Program *(Information due by May 30)*
- Business Expo booth on Jackson Avenue available at a discounted rate.



2018 Tentative Last Fling Schedule

- Fri. Aug 31:** 5pm Last Fling opens including Carnival & Jackson Avenue Business Expo
6pm – Main Stage & Entertainment Stage Acts begin
10pm – Last Fling closes
- Sat. Sept 1:** 10am – Family Fun Land, Carnival & Jackson Avenue Business Expo open
11am – Entertainment Stage opens
4pm – Main Stage opens
10pm – Last Fling closes
- Sun. Sept 2:** 10am – Family Fun Land, Carnival & Jackson Avenue Business Expo open
11am – Entertainment Stage opens
4pm – Main Stage opens
10pm – Last Fling closes
- Mon. Sept 3:** 9am – Fling Mile race begins
10am – Last Fling Labor Day Parade begins
11am – Carnival & Jackson Avenue Business Expo Midway open
Noon – Entertainment Stage and Family Fun Land opens
8pm- 2017 Last Fling closes

For more information about Last Fling sponsorship opportunities, please contact us at Sponsorship@lastfling.org or visit us on our website at www.lastfling.org.

The Naperville Jaycees Last Fling



OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Sponsorship Level	Sponsor Tent Tickets	Corporate Banners	VIP Parking Passes	Digital Media Advertising	Print Media Advertising	Thank You Advertising	Logo in Website/Program	Listed in Website/Program	Parade Entry	Program Book Ad	Expo Booth
Main Stage	90	10	10	X	X	X	X	-	X	Full Page	X
Riverwalk Lot	50	8	8	X	X	X	X	-	X	1/2 Page	Discounted
Entertainment Stage	50	8	6	X	X	X	X	-	X	1/2 Page	X
Family Fun Land	50	6	5	X	X	X	X	-	X	1/4 Page	Discounted
Partner	40	6	4	X	X	X	X	-	X	1/4 Page	X
Diamond	32	5	3	-	X	X	X	-	X	1/8 Page	-
Platinum	24	4	2	-	X	X	X	-	-	-	-
Emerald	16	3	1	-	-	X	-	X	-	-	-
Gold	12	2	-	-	-	X	-	X	-	-	-
Silver	5	1	-	-	-	X	-	X	-	-	-

Enhance Your Sponsorship Package with Additional Sponsorship and Advertising Opportunities

- Business Expo Booth – 10’ x 10’ booth along the Jackson Street midway.
- Family Fun Land Business Expo – 10’ x 10’ within Naper Settlement
- Corporate name/logo/website on 200 Last Fling Community Volunteer Shirts – 4 different packages available; shirts are worn throughout the year.
- Main Stage Jumbotron – up to 30 second ad spot to run Friday through Sunday.
- “You are Here” Map Signs – 8 squares per display; 2 displays available.
- Banner Sponsorship – 3’ x 6’
- Fling Mile – Inquire for more details