



Cream of WHEATON

Wheaton Chamber of Commerce  Wheaton Park District

JUNE 2-5, 2022

MEMORIAL PARK | DOWNTOWN WHEATON



Photo: Kmieck Imagery

WHEATONPARKDISTRICT.COM/CREAMOFWHEATON

EVENT DETAILS



FOOD VENDORS



2,200 RUNNERS

Cosley Zoo Run for the Animals



ART & CRAFT VENDORS



More than

30,000 FEST GOERS



BUSINESS EXPO VENDORS



4 DAYS

of Fun



CARNIVAL RIDES & GAMES



MARKETING REACH



LIVE ENTERTAINMENT

PRESENTING ORGANIZATIONS



The Wheaton Chamber of Commerce is the voice of the business community. Our members work together to foster meaningful business relationships, advocate on issues impacting local economy, and develop business education and marketing opportunities. Our members are the pillars of the business community. Together we join forces to influence business and community issues.



The Wheaton Park District is the leader in the community and region, offering unique facilities, 813 acres of open space, and 54 parks that attract visitors from DuPage County and beyond. Through special events, programming, and services, the Wheaton Park District serves over 1.6 million people annually while encouraging them to create, discover, and play.

TESTIMONIALS

“Over the last eleven years First Trust Portfolios has been in Wheaton, we have valued being among a host of other companies that call Wheaton home, along with all the individuals and families who live here. It’s always been important to First Trust to support our community and those who live in, and visit, this great city. First Trust is proud to be a part of many Wheaton festivals and events, and find our partnership with the Wheaton Park District, and the many things it hosts, to be a great way to be a part of our hometown city’s community.”

– Lisa Weier, *First Trust Portfolios*

SPONSORSHIP BENEFITS

SPONSORSHIP LEVELS	DIAMOND \$15,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,500	PARTICIPATION \$500
AVAILABILITY	1	3	6	9	10
Exclusive Booth Space Available (<i>number of days</i>)	4	4	3	2	N/A
Complimentary Carnival Wristbands (<i>one day unlimited</i>)	12	4	N/A	N/A	N/A
PRE-EVENT RECOGNITION					
Company Name Incorporated with Event Logo	✓				
Pre-Event Signage	✓				
Media Print Advertisements	✓	✓			
Social Media Promotion	✓	✓			
Website Presence on wheatonparkdistrict.com	✓	✓	✓	✓	✓
Email Blast Inclusion	✓	✓	✓	✓	
Event Posters/Flyers	✓	✓	✓	✓	
Press Release	✓	✓			
ON-SITE RECOGNITION					
Volunteer Shirts (200)	✓				
Event Signage	✓				
Event Sponsor Banners	✓	✓	✓		
Event Sponsor A-Frame	✓	✓		✓	✓
Inclusion in Announcements	✓	✓	✓	✓	
Event Program	✓	✓	✓	✓	✓
POST-EVENT RECOGNITION					
Thank You Email Blast	✓	✓	✓		
Quarter Page Ad in Wheaton Park District Digital Program Guide or E-Ad in Monthly Blast (29,000+ impressions)	✓	✓			

Interested in being a business expo vendor? Contact Doris at events@wheatonchamber.com

MEDIA PARTNERSHIP & IN-KIND DONATION AVAILABLE

- Media Gold \$5,000 in trade advertising (benefits of Gold Level)
- Media Silver \$2,500 in trade advertising (benefits of Silver Level)
- Media Bronze \$1,000 in trade advertising (benefits of Participation Level)
- Climbing Wall 2 day rental – minimum 10 hours (benefits of Gold Level)
- 1,000 Custom Logo Cups or Koozies (benefits of Participation Level)
- 130 Cases of Water – 24 pk/16-20 oz bottles (benefits of Participation Level)
- Printing of specialty signage (based on level of donation)



**Cream of
WHEATON**
Wheaton Chamber of Commerce • Wheaton Park District

For more information, contact Margie Wilhelmi at 630.510.4984 OR mwilhelmi@wheatonparks.org.

SPONSORSHIP & PAYMENT SUMMARY

Cream of Wheaton | June 2-5

Sponsorship	Commitment <i>Please Select</i>	Fee	Estimated Participation*	Estimated Reach*
Cream of Wheaton 2022		\$	30,000	60,000
TOTAL ANNUAL COMMITMENT		\$	30,000	60,000

**Estimated participation is based on the number of participants expected to attend the event, including volunteers and spectators. Estimated reach is based on impressions of marketing materials to promote and advertise the event.*

Billing & Contact Information	
Company/Organization:	
Contact:	Phone (office/home):
Day of Contact:	Phone (day of contact cell):
Email:	Website:
Address:	City, State, Zip:

Along with commitment form and payment, please submit digital logos* for marketing and signage to:

Margie Wilhelmi, Wheaton Park District
855 W. Prairie Ave. | Wheaton, IL 60187
630.510.4984 p | 630.665.3779 f

**Please see Terms and Conditions of Sponsorship #5 Logo/Mechanical Requirements for logo formatting requirements.*

Payment & Invoicing	
Payment by check or ACH is preferred.	
Credit cards (Visa, MasterCard) are accepted for sponsorship less than \$5,000. Some exceptions may apply.	
Payment Type:	
<input type="checkbox"/> CHECK # _____ ENCLOSED <input type="checkbox"/> PLEASE SEND INVOICE (Net 30) <input type="checkbox"/> CREDIT CARD	
Name on Card:	Amount Enclosed or To Be Charged
Billing Address on Card:	Contact Phone Number for Payment Questions:
Signature:	Expiration Date:
Credit Card Number:	Security Code:

I have read and accept the Terms and Conditions of Sponsorship as listed on the following page:

Signature _____ Printed Name _____ Date _____

TERMS & CONDITIONS OF SPONSORSHIP

1. **Statement of Purpose:** The Wheaton Park District "WPD" and Wheaton Chamber of Commerce "WCC" together known as Event Organizers use funds and promotional activities provided by/associated with special event sponsorships to promote, further, and financially support the mission and good works of the Event Organizers.
2. **Control of Content and Selection:** Sponsor is solely responsible and liable for the content of all promotional materials provided and actions taken by Sponsor in connection with its event sponsorship except to the extent modified by the Event Organizers. Event Organizers reserve the right to contract content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication content/logistics/layout/distribution, but the reservation of this right does not impose any obligation or liability on Event Organizers with respect to its exercise or failure to exercise this right. Event Organizers staff shall coordinate Sponsor's planned event sponsorship activities with Sponsor's Contact and Sponsor shall cooperate with Event Organizers staff with respect to same. In the event of disagreement, Event Organizers staff shall have contract and their decision is final.
3. **Disclosures of Financial Relationships:** Event Organizers have the right to publicize to the event audience (a) sponsor funding of the event and (b) any significant relationship between Event Organizers and the Sponsor providing benefit to the community.
4. **Auxiliary Support:** Any other support to be provided by Event Organizers for the Sponsor in regards to the Sponsor's event sponsorship activities (e.g. distributing brochures, preparing slides) must be approved by both parties and included in the Sponsorship Commitment Form.
5. **Logos/Mechanical Requirements:** All logos to be used in event sponsorship materials are to be sent to the Event Organizers in one of the following formats: png, tif, ai, bmp. All artwork must be camera-ready and high-resolution with a transparent background. If your logo requires special specifications please notify the event organizers at the time of sending. Art files will be accepted in the following formats: Illustrator, CS6, EPS, high-res PDF. Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted. If an ad is sent in an unusable format, advertiser will be charged a minimum of \$150 for design time, or correct artwork may be submitted prior to the deadline.
6. **Cancellation of Event by WPD:** Event Organizers reserve the right to cancel or postpone an event at its discretion. This includes but is not limited to event/program/activity/publication cancellation due to indement weather or unsafe conditions. Should such postponement or cancellation occur, the sponsorship fee will NOT be refunded to Sponsor, but in the case of event postponement will be applied as a credit to the sponsorship fee for the re-scheduled event, and in the case of cancellation will be applied as a credit to the sponsorship fee for another special event selected by the Sponsor in consultation with the Event Organizers.
7. **Cancellation of Sponsorship by Sponsor:** Cancellation by sponsor of a special event sponsorship must be done in writing at least sixty (60) days prior to the printing of sponsorship materials or first publication/public notice of the special event sponsorship. The sponsorship fee is nonrefundable, but the fee may be applied as a credit to the sponsorship fee of another special event as long as none of the sponsorship benefits have been received, and the amount of the credit will be reduced by any costs incurred by the event organizers with respect to the sponsorship that was cancelled.
8. **Assumption of Risk, Waiver, Indemnification, and Hold Harmless:** Sponsor assumes all risk associated with its conduct of its sponsorship activities, and waives and releases Event Organizers and its elected and appointed officials, officers, employees, agents, and volunteers (hereinafter individually and collectively referred to as "Event Organizers Parties") from any and all claims of every kind arising out of, related directly or indirectly to, or in connection with Sponsor's sponsorship activities, occurring on or off Event Organizer's property, including but not limited to property loss, theft, damage, or destruction and personal injury (including death). Sponsor shall indemnify and hold Event Organizers Parties harmless from and against any and all claims (including but not limited to claims by Sponsor's employees, agents, and volunteers) of loss, cost, expense, or damage arising out of, related directly or indirectly to, or in connection with Sponsor's sponsorship activities, or Sponsor's breach of its financial and other commitments as provided in the attached Sponsorship Commitment & Payment Form and these Terms and Conditions. For purposes of this paragraph, the act or failure to act of Sponsor or officers, directors, employees, agents, or volunteers of Sponsor shall be deemed the act or omission of Sponsor.
9. **Certificate of Insurance:** Event Organizers reserve the right to require insurance appropriate to the nature of Sponsor's activity and special event involvement. Event Organizers may require Sponsor to provide a Certificate of Insurance based on its assessment of Sponsor's Intended activities in connection with the sponsored event. Further information regarding a requirement for Certificate of Insurance can be requested from the Wheaton Park District.
10. **Sponsorship Payment Terms:** All Sponsorship payments must be received no later than the first to occur of (a) thirty (30) business days from date of Sponsor's submission of Sponsorship Commitment & Payment Form; or (b) date of sponsored event, unless otherwise agreed to in writing by Event Organizers and Sponsor. Payment MUST be received prior to publication of any marketing materials or sponsorship/advertising benefits.
11. **Exclusivity:** Sponsorship category exclusivity is not guaranteed. Exceptions may be made for Presenting Sponsors. Please see benefits if applicable as provided in Section 14 below: "Other Terms and Conditions" if applicable.
12. **Compliance with Applicable Laws and Protection of WPD Property:** Sponsor shall comply with all applicable federal, state, county, and local laws, plus rules and regulations in the conduct of its special event sponsorship activities. If Sponsor will be placing structures, equipment, or signage or be distributing materials or goods on WPD property in connection with or as part of its sponsorship activities, Sponsor will use reasonable efforts and due care to prevent damage, loss, or destruction to or of Event Organizer's property and to prevent litter in and from the conduct of its activities. The placement of structures, equipment, and signage is part of Sponsorship activities logistics subject to consultation with and approval by Event Organizers.
13. **Relationship of Sponsor to WPD:** Sponsor is a legally independent entity from Event Organizers and shall not represent itself to the public otherwise.
14. **Other Terms and Conditions:** Not applicable.