



Village of Downs

211 S. Seminary, PO Box 18

Downs, IL 61736-0018

Voice/Fax: 309-378-3221

Email: Info@VillageOfDowns.org

Website: www.VillageOfDowns.org

Mayor, Village Board and Clerk

President/Mayor	Public Safety/Services/President Pro Tem	Public Works	Streets	Building	Finance	Parks/Youth Center/Food Pantry	Clerk
Mike	Maureen	Toby	Open	Mary	Sarah	Margaret	Julie
James	Roach	Twyford		Goveia	Gassaway	Keylin	James

Re: Event Donation, Ad & Sponsor Solicitation

Dear Business Owner/Manager/Resident/TV Community,

In 2013, I created an Events Committee made up of Tri-Valley residents. The committee’s mission was to provide a mix of events within the Village of Downs that would attract surrounding subdivisions and communities into the Village. Their goals were to create a plan, budget with positive cash flow, and solid foundation for the future.

I also created a fund which will be dedicated ONLY to Village events. With this fund being dedicated for this specific purpose (public use) within a tax-exempt entity, your donation is tax deductible. Also, for any donation or ad of \$50 and over, you will be recognized within the printed material for all events throughout the year, if received before each events printing deadline.

The full Event Plan is available online at www.VillageOfDowns.org, but below I have provided you with a quick summary of our planned events. To donate or sponsor an activity/event, please write a check payable to the “Village of Downs” and specify “Event Fund” in the memo. If applicable, also indicate which fund to apply it to. We will send you a receipt of your donation/ad/sponsor if requested or it is over \$250.

- 1) Garage Sale Days (May 4 & 5; June 1 & 2) - \$0 expense budget
- 2) Dooley Park Car Show (May 20) - \$1000 expense budget
- 3) Village Cleanup Day (June 2) - \$400 expense budget
- 4) Movies in the Park (June 2 movie TBD) - \$300+ per night depending on movie
- 5) Independence Days Celebration - \$12,900 expense budget
 - a. Freedom Run & Walk (June 30)
 - b. Independence Day (July 4)
- 6) Downs Fright Fest (All October starting October 6th) - \$24,850 expense budget
- 7) Christmas in Downs (All December lights, Cookies with Santa Dec 8th & 9th) - \$400 expense budget
- 8) Easter Breakfast and Egg Hunt (April 20) - \$400 expense budget

I sincerely thank you for your consideration and any support that you are willing to provide either by monetary donation and/or volunteering.

Sincerely,
Mike James,
Mayor

Other Positions and Committee Chairs

Police Chief
Josh Dingler

Public Works Superintendent
Kevin Whitehouse

Treasurer/Budget Officer/TIF Administrator
Julie Bakewell

Zoning Enforcement
Lyndall Cuba

Zoning Board Chairperson
Linda Bowman

Downs Event Donation/Ad/Sponsor Order Form

Please return form along with check, payable to Village of Downs and put Event Fund in the memo, to: Village of Downs, 211 S. Seminary St., PO Box 18, Downs, IL 61736. You may place form and payment in the 24 hour drop box at the Village Hall. Please email advertisement business information and logo to mayor@VillageOfDowns.org. Questions contact Downs Village Hall 309-378-3221. *** The Freedom Run Sponsor T-Shirt deadline is June 15, 2018.**

Business Name: _____

Advertisement Contact: _____

Phone: _____ Email address: _____

Event Booklet with advertisements:

- 2 - Full page \$250 (8.5in x 5.5 in)
- Full page \$150 (8.5 in x 5.5 in)
- Half page \$100 (4.25 in x 5.5 in)
- Business Cards (1/4 page) \$50 (3 x 2)

Events Donation

- \$250 Event: _____
- \$100 Event: _____
- \$50 Event: _____
- Other: \$ _____ Event: _____

Sponsorships:

June 2, 2018 – Movies in the Park

- \$300 Platinum Movie Sponsor – No other sponsor for the chosen movie will be allowed. 2 - Full page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted in Dooley Park and their sponsorship will be announced at the movie.
- \$200 Gold Movie Sponsor – Full page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted at Dooley Park and their sponsorship will be announced at the movie.
- \$100 Silver Movie Sponsor – Half page ad in booklet *for the year*, business can provide any advertising material to be posted at Dooley Park and their sponsorship will be announced at the movie.
- \$50 Bronze Sponsorship – Business card ad in booklet *for the year*.

June 30, 2018 – 5k Freedom Run race and 1 mile walk

- \$100 Finish Line sponsorship – Provides half page ad in booklet *for the year*, name on the t-shirt, a postcard advertisement in the registration packet, as well as the business has the opportunity to post a banner at the Finish Line and their sponsorship will be announced throughout the race event.
- \$100 Breakfast sponsorship – Provides half page ad in booklet *for the year*, name on the t-shirt, a postcard advertisement in the registration packet, the business has the opportunity to post a banner at the Breakfast and their sponsorship will be announced throughout the race event.
- \$50 Race Sponsorship – Provides business card ad in booklet *for the year*, name on the t-shirt, a postcard advertisement in the registration packet, and announced at the race event.
- \$25 Sign Sponsorship – Provides name listed on the course signs

July 4, 2018

- \$100 Fireworks – Half page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted at Dooley Park and their sponsorship will be announced prior to fireworks.
- \$100 Entertainment – Half page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted at band or DJ location and their sponsorship will be announced by the band or DJ.
- \$100 Sand Volleyball – Half page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted at volleyball court.
- \$100 3-on-3 Basketball – Half page ad in booklet *for the year*, business can provide any advertising material and/or banner to be posted at basketball court.