



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

Re: Event Donation, Ad & Sponsor Solicitation

Dear Business Owner/Manager/Resident/TV Community,

In 2013, an Events Committee was created and was 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.

A fund which is dedicated ONLY to Village events was also created. 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 a quick summary of our planned events has been provided. 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. A receipt of your donation/ad/sponsor will be sent if requested or if it is over \$250.

1. Garage Sale Days (May 3 & 4; June 7 & 8) - \$0 expense budget
2. Dooley Park Car Show (May 19) - \$1000 expense budget
3. Village Cleanup Day (June 8) - \$400 expense budget
4. Movies in the Park (June 8 movie TBD) - \$300+ per night depending on movie
5. Independence Days Celebration - \$13,000 (\$10,500 fireworks) expense budget
6. Freedom Run & Walk (June 29) (Separate fund raising letter this year)
7. Downs Fright Fest (All October starting October 4th) - \$27,000 expense budget
8. Christmas in Downs (All December lights, Cookies with Santa Dec 7th & 8th) - \$500 expense budget
9. Easter Breakfast and Egg Hunt (April 4, 2020) - \$400 expense budget

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 me or the Downs Village Hall 309-378-3221.

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 8, 2019 – 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*.

July 4, 2019

- \$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.