



ST. CHARLES  
SINCE 1834

## AGENDA ITEM EXECUTIVE SUMMARY

Title: Presentation of Request from Pride of the Fox Riverfest Committee for the City to be the Presenting (Title) Sponsor

Presenter: Mark Koenen

*Please check appropriate box:*

X	Government Operations 12-16-13		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:		Budgeted:	YES	X (see explanation)	NO	
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If NO, please explain how item will be funded:

Please note this is would be FY 14-15 expense.

**Executive Summary:**

Julie Farris, Executive Director, and Ed Bessner, Board President for Riverfest, have requested the City to be the Title Sponsor for the 2014 Pride of Fox Riverfest. Attached is information about the direct benefits of this sponsorship. The City cost to hold this title is \$30,000.

Background- The City was the Title Sponsor for Riverfest in 2013. City direct costs for the 2013 Riverfest are as follows- Title sponsorship...\$30,000, Police/Fire/Public Works services...\$10,568.88 (please recall according to policy the City splits service costs equally with the not for profit host). Total cost is \$40,569.88.

Perspective- The City hosts a variety of other special events. For your information, in 2013 the following is a summary of the City's financial support for a sample of special events.

Scarecrow- \$14,285.58 (City portion of equally shared expenses).

St. Patrick's Day Parade- \$8597.97 (includes a \$5000 contribution and City's portion of equally shared expenses).

Fox Valley Marathon- \$0 (\$8288.14 reimbursed to City as event was a for profit sponsor).

SCN/E Homecoming Parades- \$0 (City expense waived for peer government).

**Attachments:** *(please list)*

Information regarding the 2014 Pride of Fox Riverfest

**Recommendation / Suggested Action** *(briefly explain):*

Committee discussion and direct requested regarding the City being the Title Sponsor for Pride of Fox Riverfest.

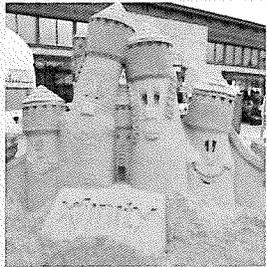
*For office use only:*

*Agenda Item Number: 7a*



# RiverFest 2014

*St. Charles, Illinois Named #1 City in Family Circle 2011 Annual Survey of Best Towns and Cities*



## **Sponsorships are available in all price levels**

For more information about RiverFest including Sponsorship, Volunteering, and Music Submissions email [info@prideofthefox.com](mailto:info@prideofthefox.com).

For details, please visit:  
[www.prideofthefox.com](http://www.prideofthefox.com)  
or call 630-296-POTF (7683)

*RiverFest features a main stage with the best Chicagoland musicians, the annual running of the ancient sport of dragon boat racing, a 40-ton Fantasy Sand Sculpture, water ski shows, Canine Capers, Pet Boutique, carnival, petting zoo, an assortment of events with entertainment for all.*

- Date: June 6-8, 2014
- Time: 11:00am – 11:00pm
- Location: Located on 7 themed venues throughout the historic downtown
- Attendance: 35,000 – 50,000
- Sponsorships: \$500 - \$30,000



P.O. Box 3005  
Saint Charles, IL 60174  
**630.296.POTF (7683)**  
info@prideofthefox.com  
www.Prideofthefox.com

**Directors**

Vanessa Bell-LaSota  
Robert Gaddis  
Erik Mahan  
Sue McDowell  
Darlene Riebe  
Judy Stallman  
Jan Wilson

**Ex. Officio**

Dave Johnson -  
St. Charles Park District

**Executive Director**

Julie Farris

**Board President**

Ed Bessner

*Pride of the Fox, Inc. is a not-for-profit organization that provides residents and visitors with year-round family style entertainment, by producing and promoting free festivals and city-wide holiday celebrations.*

## **Pride of the Fox RiverFest**

*"Something for Everyone!"*

As the **TITLE SPONSOR** of RIVERFEST, your company will **RECEIVE** the following:

- Recognition in **all** media including Kane County Chronicle, Chicago Tribune, Daily Herald, Elburn Herald, 95.9fm and Y103.9.
- Recognition on our website [www.prideofthefox.com](http://www.prideofthefox.com) as the Presenting Sponsor.
- Recognition on FaceBook page with 10 posts regarding the Sponsorship.
- Recognition on the Festival Program (35,000).
- 1 Company Banner will be placed at the Main Stage for the entire festival.
- 1 Company Banner will be displayed at Plaza Green for the entire festival.
- 1 Company Banner will be displayed at Pottawatomie Park for the entire festival.
- 1 Company Banner will be displayed at the RiverFest Carnival for the entire festival.
- 1 Company Banner will be displayed at the Municipal Center for the entire festival.
- Your company name will be listed on 6 light pole banners on Main Street for the months of May and June.
- Your company will receive a free boat entry in the Dragon Boat Races.
- Company name will be announced throughout the festival at various venues by event emcees for a minimum of 30 announcements.
- Your company will receive 50 weekend passes and 50 day passes for the Dragons Lair (sponsorship tent) which includes food, drinks and exclusive seating for the entertainment.
- Your company will receive a 10' x 20' tent to market your company services.
- A press release will be sent out announcing the sponsorship.
- Adventures of You Photo Booth will be onsite all three days of the festival taking attendee photos. 4" x 6" photos will be printed onsite with the City of St. Charles RiverFest tag line along the bottom of the photo. Photos will be staged next to City Hall featuring the Dragon Boats as a prop.



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As the **TITLE SPONSOR** of RIVERFEST, your company will **PROVIDE** the following:

- 6 banners to be shipped/dropped off at St. Charles office by May 28, 2014.
- 2 volunteers to help throughout the weekend (with company clothing to further promote).
- 3 Volunteer Raffle Prizes
- 300 – 500 promo giveaway items to be handed out at various venues throughout weekend (TO BE DISTRIBUTED BY RIVERFEST STAFF), to be shipped/dropped off at St. Charles office by May 28, 2014.
- Digital company logo to be used in promotional materials.
- A Financial Commitment of \$30,000.00



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## Pride of the Fox RiverFest

*"Something for Everyone!"*

By signing this document, I am agreeing to the following:

- Our company will participate in RiverFest as the **TITLE SPONSOR of RIVERFEST** \*\*
- To provide the items listed on the BENEFITS PAGE of this agreement
- A financial commitment of \$30,000.

Company Representative Name: \_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_

RiverFest Representative: Julie Farris

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please provide the following information:

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email Address \_\_\_\_\_

**PLEASE WRITE CLEARLY**

**Please make checks payable to the  
Pride of the Fox, Inc.**

MAIL TO: Pride of the Fox, PO Box 3005, St. Charles, IL 60174

PHONE: 630-296.7683 FAX: 815.550.9941

EMAIL: [info@prideofthefox.com](mailto:info@prideofthefox.com)

**\*\* By signing this agreement, your company agrees that they have no rights or involvement with the planning, operation or production of the festival. You also agree that your Sponsorship is limited to the terms of the executed agreement\*\***