





	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>							
	Title:	Recommendation to Approve a Request of Funding from Pride of the Fox Riverfest Committee for the City to be Presenting (Title) Sponsor						
	Presenter:	Mark Koenen						
<i>Please check appropriate box:</i>								
	Government Operations		X	Government Services 02.23.15				
	Planning & Development			City Council				
	Public Hearing							
Estimated Cost:	\$30,000	Budgeted:	YES	X	NO			
If NO, please explain how item will be funded:								
Please note this would be a FY 15-16 expense.								
<b>Executive Summary:</b>								
<p>Julie Farris, Executive Director, and Ed Bessner, Board President for Riverfest, have requested the City to be the Title Sponsor for the 2015 Pride of Fox Riverfest. Attached is information about the direct benefits of this sponsorship. The City cost to hold this title is \$30,000. This amount is consistent with funding for FY14/15.</p> <p>This request is being advanced forward ahead of the budget (FY15/16), so the Riverfest Committee can plan now for the June event.</p>								
<b>Attachments:</b> <i>(please list)</i>								
2014 Riverfest Marketing Recap Report								
<b>Recommendation / Suggested Action</b> <i>(briefly explain):</i>								
Recommendation to approve a request of funding from Pride of the Fox Riverfest Committee for the City to be Presenting (Title) Sponsor.								
<i>For office use only:</i>		<i>Agenda Item Number: 4.a</i>						

# Welcome to RiverFest!

Celebrating 33 years in 2015, RiverFest is the oldest running festival in the community and known as the “Kick-off to Summer” in the Fox Valley. In 2011, St. Charles, Illinois was named the #1 City for Families by *Family Circle Magazine*.

By partnering with this cornerstone community festival, your organization will receive an abundance of opportunities, prestige, and recognition including having:

-  ...an affordable vehicle to address and interact with your target market
-  ...the ability to customize sponsorship packages to specifically brand your product that is advantageous for your marketing plan and targeted audience
-  ...an opportunity to brand your product with a widely recognized and established event
-  ...a unique method of increasing sales with exclusive rights to merchandise your products, image, mission and message

Partners of RiverFest also receive robust benefit packages that include onsite exposure, pre- and post-event marketing, and access to our hospitality tent which includes invitation-only exclusive seating for all of our main stage concerts and events.



33<sup>rd</sup> annual  
**RIVERFEST FACT SHEET**  
"Something for Everyone"

<b>Location:</b>	Six themed venues throughout the historic Downtown
<b>Dates/Times:</b>	June 10, 2014.      5pm – 8pm – Special Family Night June 11, 2014.      1pm – 10pm – Carnival June 12-14, 2014.   10am – 11pm
<b>Attendance:</b>	50,000+
<b>Audience:</b>	All demographic groups represented with average attendees ranging from 30 to 45 years old who are professional and married with children. Visitors come from throughout the Chicagoland area and beyond.
<b>Specific Activities:</b>	VIP Hospitality Zone with priority viewing of Main Stage events. Sports activities include sanctioned Dragon Boat races & Water Ski Show. Entertainment includes Fantasy Sand Sculptures, bands, performance art, canine agility demonstrations, singing and dancing. Quality arts & crafts show. Wide selection of food vendors spread throughout the festival grounds.
<b>Marketing:</b>	Radio, T.V., internet, print coverage (Value = \$180,000+) <b>Opportunities:</b> Light pole banners on Main Street, large banner on State Highway 31 leading into the venue area, booth space, inclusion in: programs, posters, postcards, flyers, on-site signage, table tents and PA announcements (Impressions 14,000,000+).
<b>Promotion Ideas:</b>	Product sampling, database development (register to win), product sales, contests/promotions, premium incentives, couponing bouncebacks, cross promotions, sponsor partnerships.

***SPONSORSHIP OPTIONS RANGE FROM TITLE SPONSORSHIP TO BOOTH DISPLAYS.  
LET US TAILOR ONE THAT WORKS FOR YOU!***

A unique opportunity to become involved in a community event that attracts over 50,000 people each year from St. Charles and the surrounding areas.

**Pride of the Fox 630.296.7683 / [info@prideofthefox.com](mailto:info@prideofthefox.com)**





## **RIVERFEST**

*St. Charles, Illinois*

**RiverFest attracts visitors from greater Chicagoland area and beyond!**

**RiverFest Demographics:**

61% of attendees fall between the ages of 25 – 54

Families make up 66% of attendees at the festival.

RiverFest attendees average four hours attendance at the festival.

**Chicago Demographics\*:**

Population – 2,781,782

Households – 1,028,746 (2009 – 2013)

Median Income - \$47,270.00 (2009 – 2013)

**Kane & DuPage Counties, Illinois Demographics\*:**

Population – 1,455,769

Households – 506,386

Median Income - \$69,530 Kane

Median Income - \$78,847 DuPage

**Community Demographics (based on Esri forecasts for 2012):**

Median Income - \$83,603

Median Age – 40

\* Information provided by <http://quickfacts.census.gov>.

33<sup>rd</sup> annual




























## RiverFest

# Title Sponsorship Benefits Package

*\*Category Exclusivity and First Rights of Refusal*

### Advertising and Publicity

Your organization would be the exclusive “Title Sponsor” of RiverFest and have naming rights of the festival (e.g. “**City of St Charles RiverFest**”). The Company names and logos will be listed on all printed materials and company names will be included on all recorded marketing materials including:

-  1000 Posters – General, Music, Carnival, Special Family Night
-  75 Recorded radio promos - 103.9 the fox to run 6/1/15 – 6/14/15
-  75 Live radio mentions - 103.9 the fox to run 6/1/15 – 6/14/15
-  Recognition and placement on [www.prideofthefox.com](http://www.prideofthefox.com)
-  10 Company specific posts on RiverFest Facebook page
-  10 Company specific tweets on RiverFest Twitter page
-  10 Company specific posts on RiverFest Instagram page
-  15 ads – Shaw Media including Kane County Chronicle and Kane County Magazine. Half-page ads to run 6/1/15 – 6/14/15
-  4 ads – Shaw Media including Kane County Chronicle and Kane County Magazine. Full-page ads to run 6/1/15 – 6/14/15
-  4 Page program insert – Neighbors Magazine of St Charles to run in the June magazine
-  19 ads – Daily Herald. ¼, ½ and full page ads to run 6/1/15 – 6/14/15
-  1 ad – Daily Herald Summer Fun Guide. ½ page ad. Publication mid-May
-  4 ads- Chicago Tribune. ¼ page ads to run 6/1/15 – 6/14/15
-  1 ad – Illinois Entertainer Magazine. ½ page ad to run in the June magazine
-  1 ad – Suburban Family Magazine. ¼ page ad to run in the June magazine
-  Banner Ad - 50,000 impressions on [www.kcchronicle.com](http://www.kcchronicle.com) to run 6/1/15 – 6/14/15
-  Banner Ad - 100,000 impressions on [www.yahoo.com](http://www.yahoo.com) to run 6/1/15 – 6/14/15
-  5,000,000 impressions on Arcada Theater Main Street marquee to run 5/10/15 – 6/14/15
-  588,888 impressions – St Charles City Hall window display. Display 6/1/15 – 6/14/15
-  2 E-blasts – St. Charles Chamber of Commerce to 1,300 members to run in May and June
-  50,000 postcards. ¼ size to be distributed 2/15/15 – 6/14/15
-  30,000 Festival programs to be distributed 5/25/15 – 6/14/15
-  3 company name tags on festival light pole banners on Main Street for the months of mid-May through the festival with visibility of an estimated 45,000 vehicles daily
-  1 Company specific press release will be sent out to the Chicago media within 3 weeks of finalized contract
-  5 Press releases event specific will be sent out to the Chicago media to be distributed 3/1/15 – 6/11/15
-  Company will be included in the RiverFest parade entry in the St. Charles’ St. Patrick’s Day parade in March with an estimated attendance of more than 10,000 visitors
-  More benefits will be added as they come available
  - **The promotional value of this coverage is estimated at \$170,000.00!**


33<sup>rd</sup> annual

## RiverFest











# Title Sponsorship Benefits Package

Page 2

### Hospitality

-  50 weekend and 50 day passes for the Sponsors' Hospitality Tent which includes food, drinks and exclusive seating for Main Stage entertainment.
  - **The total value of this coverage is \$17,500!**







### On-Site Marketing

-  1 - 20' x 10' tent with 2 tables and 4 chairs. Locations to be determined by sponsor and festival organizers.
-  25 Public address announcements by event emcees made at the festival venues.
-  600 photos – Live photo booth will be onsite all three days taking attendee photos. 4" x 6" photos will be printed onsite with the City of St Charles RiverFest tag line along the bottom of each photo. Photos will be staged next to City Hall.
-  1 Boat entry in the Dragon Boat Races for a crew of 20 team members. Choice of race day on Sat or Sun.
-  1 Company provided Banner will be displayed on the Main Stage for the entire festival.
-  1 Company provided Banner will be displayed at the Pottawatomie Park for the entire festival.
-  1 Company provided Banner will be displayed at the Municipal Center Back Lot for the entire festival.
-  1 Company provided Banner will be displayed at the Sand Sculpture lot for the entire festival.
-  1 Company provided Banner will be displayed at "The Plaza" lot for the entire festival.
-  Opportunity to place promotional items into gift bags for volunteers - 150 bags.
  - **The total value of this coverage is \$25,000!**




**The total VALUE of the Title Sponsorship Package is \$212,500**

**The total COST of the Title Sponsorship Package is \$30,000**

### Title Sponsor Requirements

-  6 Banners to be shipped/dropped off at the RiverFest St. Charles office by June 1, 2015.
-  2 volunteers to help throughout the weekend (with company clothing for further promotion).
-  5 Prizes for the Volunteer Raffle (approximate value \$25 each) to be shipped/dropped off at the RiverFest St. Charles office by June 1, 2015.
-  1,500 – 2,000 promo giveaway items to be handed out at various venues throughout weekend (TO BE DISTRIBUTED BY RIVERFEST STAFF), to be shipped/dropped off at the RiverFest St. Charles office by June 1, 2015.
-  Digital company logo to be used in promotional materials.
-  **A Financial Commitment of \$30,000**

### A la' Carte Options

-  Naming right to the Main Music Stage – value \$15,000 (e.g. **"Washburn Guitars Main Stage"**)
-  Fantasy Sand Sculpture – includes sponsors logo and name – value \$7,500
-  Naming rights to Dragon Boat Races – value \$10,000 (e.g. **"Maxim Magazine Dragon Boat Races"**)