

## About ByronFest

**Location:** Downtown Byron-Route 2 (Blackhawk Drive) to 2<sup>nd</sup> Street, Union to Franklin Street. Other locations throughout Byron (Byron Forest Preserve & Byron Museum of History)

### Festival Dates/Times:

Friday, July 7	5 PM-Midnight
Saturday, July 8	11 AM-Midnight
Sunday, July 9	11 AM-5 PM

**Admission:** Wristbands are good for the entire weekend \$8.00 in advance/ \$10.00 at the gate (Children 7 and under free)  
Sunday is Family Day- No wristband required

**Attendance:** Over 15,000 wristbands sold  
Approximately 35,000 visits to festival

**About the festival:** ByronFest is a venture of the Byron Chamber of Commerce that is designed to encourage and promote tourism in the Byron area. In addition, the festival provides an opportunity for local not-for-profit entities to raise funds for their projects.

### Activities:

Two entertainment stages, Taste of ByronFest, Two beer gardens, Carnival Midway, Quilt show, Bags Tournament, 5K Run, Parade ...and much more!

**For more information:**

**Visit the ByronFest website at  
[www.byronfest.org](http://www.byronfest.org).**

Plans are in full gear for our upcoming festival on July 7, 8 & 9. Food, entertainment, a carnival midway, sporting events and much more are all part of the fun of ByronFest, one of the finest family festivals in Northern Illinois.



We hope your business will consider being a part of ByronFest by participating in the ByronFest sponsor program. Many sponsorship opportunities are available to suit your media

needs and budget. With 35,000 visits to the festival by over 15,000 wristband holders, your business name will be seen not only throughout the festival weekend, but many weeks before and after as well! All ByronFest sponsors are featured on banners that hang outside of headquarters and inside the Gateway Club. The ByronFest web site lists all sponsors. Web listings also include free links to sponsor web sites.

All sponsorship levels include ByronFest admission. Most levels also include passes to the Gateway Club, a ByronFest sponsor and staff



hospitality room, where complementary snacks and cold beverages are available throughout the weekend. Entrance into the Gateway Club allows brief retreat from the heat and festival crowds.

We would be happy to speak with you and detail the ByronFest sponsorship program. Should you have any further questions, or if you are ready to reserve your 2023 ByronFest sponsorship, please contact Deanna Mershon (815) 234-5500.

**Thank you for your consideration!**



# ByronFest

# 2023

## July 7, 8 & 9

**Byron Chamber of Commerce**  
232 W. 2nd Street  
P.O. Box 405  
Byron, IL 61010

**Phone: 815-234-5500**

**Fax: 815-234-7114**

**[office@byronchamber.com](mailto:office@byronchamber.com)**  
**[byronchamber.com](http://byronchamber.com)**  
**[byronfest.org](http://byronfest.org)**

## General Sponsorship Opportunities

### Gateway Option-\$2,500-\$7,499

Logo banners at entrance to city prior to festival.  
Logo banner at entrance to festival "Welcome to ByronFest" and outside of headquarters.  
Logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
10 Gateway passes & 10 admission wristbands  
ByronFest sponsor certificate

### Festival Option-\$1,500-\$2,499

Logo banner at entrance to festival "Welcome to ByronFest" and outside of headquarters.  
Logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
8 Gateway passes & 8 admission wristbands  
ByronFest sponsor certificate

### Mardi Gras Option-\$750-\$1,499

Two 21" x 28" company banners displayed on festival grounds  
Logo banner outside of headquarters.  
Logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
6 Gateway passes & 6 admission wristbands  
ByronFest sponsor certificate

### Gala Option-\$300-\$749

Logo banner outside of headquarters.  
Logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
4 Gateway passes & 4 admission wristbands  
ByronFest sponsor certificate

### Fiesta Option-\$150-\$299

Non-logo banner outside of headquarters.  
Non-logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
2 Gateway passes & 2 admission wristbands  
ByronFest sponsor certificate

### Celebration Option-\$75-\$149

Non-logo banner outside of headquarters.  
Non-logo on sponsor page in ByronFest brochure  
Sponsor listing on ByronFest webpage, with link to your website  
2 admission wristbands  
ByronFest sponsor certificate

## Specific Sponsorship Opportunities:

### Presenting Festival Stage Sponsor

**Investment: \$4,000.00** (Gateway option with bonuses)

### Festival Stage Signs Sponsorship

**Investment: \$500/5 available** (Gala option with bonuses)

### Admission Wristband Sponsor

**Investment: \$4,000.00** (Gateway option with bonuses)

### Carnival Stage Sponsor

**Investment: \$3,500.00** (Gateway option with bonuses)

### Carnival Stage Signs Sponsorship

**Investment: \$500/5 available** (Gala option with bonuses)

### Midway Carnival Sponsor

**Investment: \$3,000.00** (Gateway option with bonuses)

### Gateway Club Sponsor

**Investment: \$2,000.00** (Festival option with bonuses)

### Security Shirt Sponsor

**Investment: \$1,500.00** (exclusive) (Festival option with bonuses) Investment: \$500 (non-exclusive) 3 available (Gala option with bonuses)

### Staff Shirt Sponsor

**Investment: \$1,500** (exclusive) (Festival option with bonuses)  
Investment: \$500 (non-exclusive) 3 available (Gala option with bonuses)

### 5K Run Sponsor

**Investment: \$1,500.00** (exclusive) (Festival option with bonuses)  
Investment: \$500 (non-exclusive) 3 available (Gala option with bonuses)

### Ticket Sponsor

**Investment: \$1,000.00** (Mardi Gras option with bonuses)

### Parade Event Sponsor

**Investment: \$1,000.00** (Mardi Gras option with bonuses)

### Volunteer Center Sponsor

**Investment: \$1,000.00** (Mardi Gras option with bonuses)

### Banding Booths Sponsor

**Investment: \$1,000** (Mardi Gras option with bonuses)

### Shade Tent Sponsor

**Investment: \$750/2 available** (Mardi Gras option with bonuses)

### Quilt Show Sponsors

**Investment: \$500** (Gala option with bonuses)

### Bags Tournament Sponsors

**Investment: \$500** (Gala option with bonuses)

### Entrance Sponsors

**Investment: \$500/3 available** (Gala option with bonuses)

### Taste of ByronFest Sponsors

**Investment: \$500/4 available** (Gala option with bonuses)

### Ticket Booth Sponsors

**Investment: \$500/3 available** (Gala option with bonuses)

### Banner Sponsorship

**Investment: \$400** (Gala option with bonuses)

### Work Crew Shirt Sponsor

**Investment: \$250** (exclusive) (Fiesta option with bonuses)

