

# ELMHURST HERITAGE FOUNDATION

120 East Park Avenue | Elmhurst, Illinois 60126 | p: 630.833.1457 | f: 630.530-6878 | [elmhurstheritagefoundation.org](http://elmhurstheritagefoundation.org)

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“Learn from Yesterday, Live for Today, Hope for Tomorrow” Albert Einstein

April 28, 2021

Dear Friends:

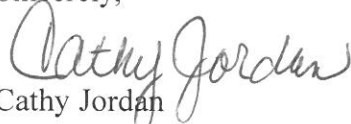
We are happy to announce the Elmhurst Heritage Foundation is brewing up another exciting Beer Fest event! **After the postponement of the Craft Beer Fest last year the Heritage Foundation has gained a greater knowledge and appreciation of how precious our time is together.** Due to popular demand, we will be hosting the 6<sup>th</sup> Annual Elmhurst Craft Beer Fest. Mark your calendars and save the Date: **September 18, 2021.**

**Your sponsorship is critical to the success of the Elmhurst Craft Beer Fest and we appreciate your thoughtful consideration to be an event sponsor.** In 2019, the Fest attracted 700+ individuals from Elmhurst and more than 57+ other communities throughout the Chicago area. Participants sampled from among more than 100 craft and micro brews and visited with representatives from 50+ breweries. Ticket buyers and brewery reps had a wonderful experience, but more importantly, participants and sponsors helped us generate funds which benefited exhibits and educational initiatives at the Elmhurst History Museum and Churchville Schoolhouse.

Our planning committee is busy preparing for the Elmhurst Craft Beer Fest this September and will be contacting you in the near future with strategic marketing opportunities for your consideration. **Keep in mind, not only will we adopt protective measures to protect all participants, we will remain fluid to adjust the nature of our event as Covid-19 conditions change.**

We want to thank you in advance for your interest in our project and trust in our organization, and we hope you will continue to help us by supporting this worthwhile event that benefits the greater Elmhurst Community. **Let us together raise a glass to the bright future we are expecting around the corner! Cheers!**

Sincerely,

  
Cathy Jordan  
Craft Beer Fest Chair

*The mission of the Elmhurst Heritage Foundation is to stimulate broad-based support for local history, the Elmhurst History Museum, and the Churchville Schoolhouse through advocacy, education, and fundraising.*

***Elmhurst Heritage Foundation  
Presents the 6<sup>th</sup> Annual***



A Fundraiser Benefiting the Educational Programs and Exhibits at the Elmhurst History Museum and Churchville Schoolhouse

Saturday, September 18, 2021

Early Entry Noon-1 P.M.

General Admission 1-6 P.M.

Elmhurst History Museum Grounds

120 E. Park Ave., Elmhurst IL

***SPONSORSHIP OPPORTUNITIES***

***[www.elmhurstcraftbeerfest.com](http://www.elmhurstcraftbeerfest.com)***

*Thank you for considering this strategic marketing opportunity with the Elmhurst Craft Beer Fest.*

*Back by popular demand, the Elmhurst Heritage Foundation, a non-profit organization, will host the 6th Annual Elmhurst Craft Beer Fest.*

### **The Event - Elmhurst Craft Beer Fest**

The Elmhurst Craft Beer Fest will take place on Saturday, September 18, 2021. The Fest plans to feature a wide variety of special beers, ciders and hard seltzer from the Chicagoland area, as well as around the country.

In order to meet Illinois liquor law compliance standards, the fest will be a ticketed event. Festival participants will receive a specified number of drink tickets. Each drink ticket can be exchanged for a 3 oz. sample.

### **Event Details:**

- **Date:** Saturday, September 18, 2021
- **Time:** Early Entry, Noon-1 P.M.; General Admission, 1-6 P.M.
- **Location:** Elmhurst History Museum Grounds (120 E. Park Ave., Elmhurst)
- **Breweries:** A wide variety of craft breweries and cideries from Chicagoland, the suburbs and beyond
- **Festival Participants:** 21 and over residents of the Elmhurst community, surrounding suburbs, and Chicago
- **Ticket Price:**
  - Through September 10, 2021*
    - \$40-General Admission, 1-6 P.M.
    - \$50-Early Entry (limited number available), Noon-6 P.M.
    - \$20-Designated Driver (limited to soft drinks and snacks)
  - After September 10, 2021*
    - \$50-General Admission, 1-6 P.M.
    - \$65-Early Entry (limited number available), Noon-6 P.M.
    - \$20-Designated Driver (limited to soft drinks and snacks)
- **Discount Ticket Price for Elmhurst Heritage Foundation Members:**
  - Through September 10, 2021*
    - \$35-General Admission, 1-6 P.M.
    - \$45-Early Entry (limited number available), Noon-6 P.M.
  - After September 10, 2021*
    - \$45-General Admission, 1-6 P.M.
    - \$60-Early Entry (limited number available), Noon-6 P.M.

(Discounts not Available on Day of Event)

### **Elmhurst Heritage Foundation**

The Elmhurst Heritage Foundation, a 501(c)3 non-profit organization, supports the Elmhurst History Museum. This citizen-led board stimulates broad-based support for local history, the Elmhurst History Museum, and the Churchville Schoolhouse through advocacy, education, and fundraising. Through strategic planning, donor development, outreach, and essential fundraising, the Elmhurst Heritage Foundation offers guidance and support to keep history alive for future generations. **Consider becoming a member of the Elmhurst Heritage Foundation today and enjoy a \$5.00 discount on admission to the Elmhurst Craft Beer Fest this year while helping a great cause!**

## **Elmhurst History Museum**

The Elmhurst History Museum is a valued cultural institution for residents of Elmhurst, and it attracts museum-goers from the greater Chicagoland area. The Museum preserves the story of Elmhurst and enhances quality of life by providing unique cultural and educational opportunities through high-quality exhibits, programs, and other services.

Serving the Elmhurst community since 1957, the Museum provides award-winning exhibits; educational programs for adults, families, and children; school services meeting local and state curriculum standards; and reference services related to the history of Elmhurst's people and places. It regularly partners with other local and regional cultural attractions, business organizations, and clubs and organizations to expand its reach, strengthen its impact, and attract tourism dollars to the Elmhurst community.

## **SPONSORSHIP OPPORTUNITIES**

### **PLATINUM SPONSOR: \$2,500**

- Exclusive to Four Sponsors
- Formal recognition as PLATINUM Sponsor
- Right to advertise as PLATINUM Sponsor
- Opportunity to be listed as an exclusive stage sponsor or exclusive tent sponsor (if available) at the event OR to be listed as an Elmhurst History Museum exhibit sponsor for one exhibit in the 2020 season
- Formal recognition as PLATINUM Sponsor in promotional materials and press releases
- Formal recognition as PLATINUM Sponsor on publicity banners on display in high public traffic area
- Event Program Guide placement: ½ page Inside Cover or ½ page Back Cover
- Premier placement of company logo and website hot link on Event web page
- Premier placement of company logo on promotional materials and advertising
- Premier placement of company logo on official promotional poster identifying level of sponsorship
- Display of Sponsor banner on event day (Sponsor to provide banner; banner size TBD)
- Opportunity to set up Sponsor Booth at Event
- 6 complimentary tickets to the Event

### **GOLD SPONSOR: \$1,000**

- Non-exclusive sponsorship
- Formal recognition as GOLD Sponsor
- Formal recognition as GOLD sponsor in promotional materials
- Event Program Guide placement: ½ page prominent placement
- Prominent placement of company logo (or name) and website hot link on Event web page
- Prominent placement of company logo (or name) on promotional materials and advertising
- Prominent placement of company logo (or name) on official promotional poster identifying level of sponsorship
- Display of Sponsor banner on event day (Sponsor to provide banner; banner size TBD)
- Opportunity to set up Sponsor Booth at Event
- 4 complimentary tickets to the Event

### **SILVER SPONSOR: \$500**

- Non-exclusive sponsorship
- Formal recognition as SILVER Sponsor
- Event Program Guide placement: ½ page
- Placement of company logo or name on Event web page
- Placement of company logo or name on promotional materials and advertising
- Placement of company logo or name on official promotional poster identifying level of sponsorship
- Display of Sponsor banner on event day (Sponsor to provide banner; size TBD)
- 2 complimentary tickets to the Event

### **BRONZE SPONSOR: \$250**

- Non-exclusive sponsorship
- Formal recognition as BRONZE Sponsor
- Event Program Guide placement: ¼ page
- Placement of company logo or name on Event web page
- One complimentary ticket to the Event

### **PROGRAM SPONSOR: \$125**

- Name listed in the program guide



**Saturday, September 18, 2021**

**SPONSORSHIP COMMITMENT FORM**

*Thank you for supporting Elmhurst Heritage Foundation.  
Your sponsorship is greatly appreciated!*

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Authorized Signature Required \_\_\_\_\_ Date \_\_\_\_\_

Sponsorship Level: **Please make check payable to the Elmhurst Heritage Foundation and mail to 120 East Park Avenue, Elmhurst, IL 60126.**

Platinum Sponsor - \$2,500     Gold Sponsor - \$1,000     Silver Sponsor - \$500

Bronze Sponsor - \$250     Program Guide Sponsor (name listed in printed program) - \$125

***Event Web Page Exposure – SPONSOR LOGO***

-All Sponsors must forward a PDF of their company logo to cathyjordan205@gmail.com

***Event Web Page Exposure –SPONSOR WEBSITE LINK***

-Platinum and Gold Sponsors must forward a website link to cathyjordan205@gmail.com

**Please forward your program ad to cathyjordan205@gmail.com in JPEG or PDF format by August 12. (Platinum, Gold and Silver: 5" wide x 4" tall; Bronze: 2 ½" wide by 3 ¾" tall)**

Form and check received by: \_\_\_\_\_ Amount: \_\_\_\_\_ Check #: \_\_\_\_\_

[www.elmhurstcraftbeerfest.com](http://www.elmhurstcraftbeerfest.com)