



Sponsorship Packet 2023





**Villapalooza** is a non-profit, free, all-ages music & arts festival dedicated to promoting safe spaces for arts and community engagement.

Founded in 2011, Villapalooza has rapidly emerged as one of Chicago's most popular and diverse grassroots music festivals. Since its inaugural year, Villapalooza has brought over 175 musical performers, and over 125 local arts and craft vendors to the Little Village Community. On August 26th, 2023 Villapalooza is set to host its 12th annual Music and Arts Fest. Proposed to relocate back to 26th Street in Little Village—the Mid-West's second largest tax revenue generating commercial strip, behind only Chicago's Michigan Ave—for the fourth year, Villapalooza promises to be another great cultural event. The one-day festival will include local food and craft vendors, art galleries, family activities, and showcase a diverse range of musical acts on multiple stages.

The Little Village community is home to over 80,000 residents, an estimated 40,000 (50%) who are under the age of 25, and 24,000 (30%) who are under the age of 18 and Villapalooza programming continually seeks ways of engaging the young and energized population through the arts and in the community.

We would like to extend an invitation for you and your company to become a sponsor for the 12th Annual Villapalooza: Little Village Music Fest. All sponsorship commitments are tax-deductible and customizable in both price and offerings.

Sincerely,

The Villapalooza Team



## SPONSOR LEVELS

### Social Media Results 2022

Facebook - 7.3 K Followers  
56,485 Page Reach

Instagram - 2.1K Followers  
7,894 Reach

### CONTACT

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### Bronze

\$1,500

- Social media promotion (Facebook, Snapchat, Instagram)
  - Logo on select promotional material
- Logo and link to sponsor's home page on event website and Facebook page

### Silver

\$3,000

- Social media promotion (Facebook, Snapchat, Instagram)
  - Logo on select print and promotional material
  - 10' x 10' on-site vending space
  - On-stage mention
- Three 3' x 6' banners displayed throughout festival

### Gold

\$8,000

- Stage naming rights
- Premier banner display: One 10' x 15' banner
  - Logo on all print and promotional material
- Social media promotion (Facebook, Snapchat, Instagram)
  - Logo and link to sponsor's home page on event website and Facebook page
  - 10' x 20' on-site vending space
  - On stage mention

### Platinum

\$10,000

- Category exclusivity
- Stage naming rights
- Logo included on Festival merchandise, i.e apparel
  - Logo on all print and promotional material
- Premier banner display: One 10' x 15' banner
  - On stage mention
- Social media promotion (Facebook, Snapchat, Instagram)
  - Logo and link to sponsor's home page on event website and Facebook page
  - 10' x 20' on-site vending space