



2019 Sponsor Registration

Lincoln Park near Stockton and LaSalle

ChicagoHotDogFest.com

Festival Dates and Operating Hours: Friday, August 9 and Saturday, August 10, 11 AM–9PM; Sunday, August 11, 11 AM–8 PM

CONTACT INFORMATION (Please type or print legibly. Form must be fully completed.)

Company _____ FEIN/IDOR# _____

Address _____ City _____ State _____ Zip _____

Website _____ Twitter Handle _____ Facebook Page _____ Instagram Profile _____

Sponsor Contact _____ Phone _____ Email Address (Required) _____

Event Contact (Fulfillment / Pre-Event Info) Same as Above _____ Phone _____ Email Address (Required) _____

Payment Contact Same as Above _____ Phone _____ Email Address (Required) _____

Day-of-Event Contact (OnSite/Pre-Event Info) Same as Above _____ Mobile Phone _____ Email Address (Required) _____

PAYMENT INFORMATION Cash Check (Payable to Chicago History Museum) Credit Card

Credit Card Number _____ Expiration Date _____ Security Code _____

Credit Card Holder Name _____ Billing Address _____ Card Holder Signature _____

Chicago Hot Dog Fest hits the core of our food-loving city's love affair with the ubiquitous, multi-faceted, encased meat—the hot dog. Held just steps from, and benefiting, the Chicago History Museum, it has all the ingredients of an exceptional summer event.

CONFIRM EARLY FOR MAXIMUM EXPOSURE

Sponsors at \$5,000 or higher will be included on CTA advertising. For best print quality, provide a hi-res copy of logo as follows:

Due February 11 (April, June, July CTA ads)

Due April 15 (June, July CTA ads)

Send logo to: Brad@BigBuzzIdeaGroup.com.

Sponsorship benefits will not be activated unless this form is signed below and payment is received in full. Make checks payable to the Chicago History Museum. Registration and payment should be submitted to:

Big Buzz Idea Group
Attn: Chicago Hot Dog Fest
4055 W. Peterson Ave., Suite 105
Chicago, IL 60646

OR

Email: Brad@BigBuzzIdeaGroup.com

If you have any questions about Chicago Hot Dog Fest, please contact Brad, Big Buzz Idea Group, Brad@BigBuzzIdeaGroup.com.

SELECT LEVEL OF SPONSORSHIP PARTICIPATION

See reverse side for detailed sponsor benefits

Sponsorship Category	Amount
<input type="checkbox"/> Top Dog: \$25,000 +	\$ _____
<input type="checkbox"/> The Works: \$15,000–\$24,999	\$ _____
<input type="checkbox"/> Chicago Dog: \$10,000–\$14,999	\$ _____
<input type="checkbox"/> Char Dog: \$5,000–\$9,999	\$ _____
<input type="checkbox"/> Red Hot: \$2,500–\$4,999	\$ _____
<input type="checkbox"/> Delicious: \$1,500–\$2,499	\$ _____
<input type="checkbox"/> Program Advertiser: \$500	\$ _____
<input type="checkbox"/> In-Kind Donation _____	\$ _____

TOTAL SPONSORSHIP AMOUNT DUE \$ _____

Please check this box, sign below and initial page 3 that you have reviewed this form in full and agree to the sponsor outline as presented.

SPONSOR SIGNATURE

DATE



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SPONSORSHIP BENEFITS

TOP DOG (\$25,000+)

- All the benefits of The Works sponsorship PLUS
- Co-Sponsorship rights of Chicago Hot Dog Fest
- Booth space (up to 20' x 40') at the festival (sponsor responsible for all equipment)
- 35 Hot Dog Fest passes and 12 T-shirts

THE WORKS (\$15,000–\$24,999)

- All the benefits of Chicago Dog sponsorship PLUS
- Exclusivity in product/service category
- Booth space up to (up to 20' x 30') at festival (sponsor responsible for all equipment)
- Recognized from stages after each performance
- 30 Hot Dog Fest passes and 10 T-shirts

CHICAGO DOG (\$10,000–\$14,999)

- All the benefits of Char Dog sponsorship PLUS
- Access to naming rights
- Booth space (up to 10' x 40') at festival (sponsor responsible for all equipment)
- Sponsor included in all press releases and media alerts
- Inclusion (when possible) on any radio or television sponsorships received for event
- Prominent logo display on main stage banner
- Place one ad in event program
- Taped commercial played from stage (:30 max, sponsor provided)
- Recognized from main stage four times daily
- Four company banners hung at festival (sponsor provides)
- 20 Hot Dog Fest passes and eight T-shirts

CHAR DOG (\$5,000–\$9,999)

- All the benefits of Red Hot sponsorship PLUS
- Booth space (up to 10' x 30') at festival (sponsor responsible for all equipment)
- Logo on poster, postcard and print advertising
- Logo on event T-shirts
- Three banners hung at festival (sponsor provides, max 10' x 3')
- Two mentions from main stage daily
- 12 Hot Dog Fest passes and four T-shirts

RED HOT (\$2,500–\$4,999)

- All the benefits of Delicious sponsorship PLUS
- Booth space (up to 10' x 20') at festival (sponsor responsible for all equipment)
- Logo and link on event website
- Logo on poster and postcard
- Name on print advertising
- Two banners hung at festival (sponsor provides, max 10' x 3')
- One mention from main stage daily
- Eight Hot Dog Fest passes and two T-shirts

Sign up now to maximize your exposure!

DELICIOUS (\$1,500–\$2,499)

- Name and link on event website
- Booth space (10'x10') at festival (sponsor responsible for all equipment)
- Rights and marks to official event logo through 12/31/19
- One banner hung at festival (sponsor provides, max 10' x 3')
- Six Hot Dog Fest passes and two T-shirts

If your sponsorship includes T-shirts, and you **DO NOT** wish to receive them, please check here.

PROGRAM ADVERTISER (\$500)

Place a coupon in the Chicago Hot Dog Fest Program Book. This book is distributed to the first 20,000 festival attendees who donate at the gate. For only \$500, you can show support for Chicago Hot Dog Fest and the Chicago History Museum while promoting your company in the weekend program. Space is limited, so don't delay!

IN-KIND DONATION

Sponsorship benefits will be awarded at the value equivalent to the dollar value of the donation.

Bottled Water	Printing	Advertising
Fencing	Signage	Soda
Performance	Ice	Food
Walkie-Talkies	Dumpsters	Port-o-Lets

RECEIVE ADDITIONAL EXPOSURE THROUGH SOCIAL MEDIA CHANNELS

Please make sure to include your Facebook Page, Twitter Handle and/or Instagram Profile on the front of this form. If you have specific posts you would like the committee to send out, please send them to Brad@BigBuzzIdeaGroup.com.

Make sure to like us on

Facebook: @chicagohistory
Instagram: @chicagomuseum
Twitter: @chicagomuseum

Feel free to contact Brad at Big Buzz Idea Group, (773) 804-8589 or email Brad@BigBuzzIdeaGroup.com, with any questions regarding Chicago Hot Dog Fest.

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SPONSOR BOOTH RULES AND GUIDELINES

BOOTH REQUIREMENTS

- Booth space is **NOT** assigned and reserved until sponsorship is confirmed and payment and signed sponsorship agreement received.
- Sponsor **may NOT move** their booth space at any time throughout the festival.
- Sponsors are responsible for their own signage, tents, tables and equipment. Sponsors may participate in a bulk rental order for tents, tables and equipment. Festival does not (bold) provide lights. Festival may (bold) provide running water based on availability.
Sponsors must confirm water needs by June 30, 2019.
- Canopies must be properly weighted down (40 lbs. attached per leg), and Sponsors should lower and properly secure their canopies overnight.
- Sponsors may **ONLY** market from their assigned space.
- **NO water or soda sales are permitted.** Any Sponsor doing so will be closed down without warning.
- All Sponsors must comply with City and State guidelines, and Sponsors selling food require special licensing.
- Sidewalks are NOT part of assigned booth spaces. **Sidewalks must be left unobstructed at ALL times.** Any Sponsor using any portion of the sidewalk **will be fined \$200 per day.**
- Each Sponsor is responsible for setup, teardown and cleanup of his/her stand. No drilling into the street shall be permitted.
- Driving on park district lawn is absolutely prohibited. Vehicles must remain on paved access road at all times. **No exceptions. Violators will be fined of \$200 and/or space canceled by CHM and/or BBIG.**
- Vehicles are allowed in the park only for setup prior to the event and teardown once the festival closes. Sponsors will be notified when it is safe to bring vehicles into the park. Unless otherwise noted, parking is not provided to any Sponsor. Load-in/setup times are provided in the confirmation letter sent to Sponsors prior to the event. Vehicles must be removed immediately after unloading merchandise. Each Sponsor is allotted two (2) hours from the closing time of the event to breakdown and vacate the booth space. Please be sure to bring the necessary assistance/manpower to ensure adherence to this time frame. **For every 30 minutes exceeding the two-hour time limit, Sponsor will be fined \$50.**
- Each Sponsor is required to empty garbage and recyclables appropriately in the provided dumpsters. Sponsor space must be kept clean and free of debris. A Festival staff member will periodically monitor and review the space for cleanliness. Each Sponsor is responsible for providing necessary trash bags and properly bagging and disposing of all garbage from your booth. **Violators will be fined a minimum of \$100 for non-compliance.**
- In an effort to protect your space and effectively maintain the cleanliness of the event, if your booth cannot be staffed for the duration the event, you will be required to "close the booth" and remove all items from your area. **Sponsors who do not adhere to this policy will be fined \$75.**

Sign up now to maximize your exposure!

- It is advised that all participants have a plan for safe handling of money (i.e. the periodic removal of cash from the area and a secure method for maintaining cash on site). Some City events have had Sponsor reports of thefts in the past. Please plan accordingly.

GENERAL

- All Festival participants and their employees are expected to serve as a positive representation of the community and at no time should there be any illegal activities taking place at the festival. Anyone found in violation of these rules can be fined and immediately removed from the festival and prosecuted at the CHM's discretion.
- Mistreatment of event staff or volunteers will not be tolerated. BBIG/CHM reserves the right to remove any individual/company from the event and ban from future Big Buzz Idea Group productions.
- CHM, BBIG, employees, related festival providers and participating sponsors shall NOT be responsible for any injury, loss or damage that may occur to any of the participants or property prior to, during or subsequent to the period covered by this contract. The Sponsor signing this contract expressly releases all of the aforementioned from any and all claims from such loss, damage or injury.
- CHM and BBIG are not liable for injury or litigation arising from the products/services you or your company offer to the public. Products offered must comply with applicable state and federal laws.
- This event will be photographed and videotaped. By participating in this event you hereby consent to the use of your likeness and/or image in those photographs or video for future promotional consideration by the Chicago History Museum and/or Big Buzz Idea Group.

INITIAL: I have read, understand and will comply with the rules and guidelines. _____