

A graphic for a 20th year anniversary. The number '20' is large and pink, with 'TH' in yellow to its right. Below it, 'YEAR' is in orange, 'ANNIVERSARY' is in a larger orange font, and 'GENEVA COMMONS' is in teal. The text is centered within a white rectangular border. The background is dark with bokeh lights and palm fronds.

20<sup>TH</sup>  
YEAR  
ANNIVERSARY  
GENEVA  
COMMONS

FRIDAY, SEPTEMBER 30, 2022

# Geneva Commons: 20 Years of Community Connections

**For 20 years, Geneva Commons has been about more than shopping and dining, we've been about community connection.**

As a premier lifestyle center serving the west suburban Chicago metropolitan area, Geneva Commons features more than 60 national brand and specialty shops and a variety of eateries, and we've also always been a hub of community activity. Our park-like central Commons area has been a favorite meeting place for fun seasonal activities and events, such as family movies and outdoor fitness in the summer, Girls Night Out block parties and Halloween Experiences in the fall, and holiday Santa sightings, selfie stations, and skating in the winter!

Therefore, we'd naturally like to celebrate this exciting occasion—**our 20<sup>th</sup> Anniversary**—with our community, and impactful local businesses like yours.





# Request for Sponsors

We'd also like to invite you to participate as a sponsor.

By sponsoring this special occasion, your business will be highlighted in related pre-event media and collateral reaching thousands and in the spotlight for hundreds of guests.

Please consider the following information and sponsorship options.



# Geneva Commons Highlights

- The premier lifestyle center serving the west suburban Chicago metropolitan area, tenants include **Athleta, Banana Republic, Barnes & Noble, California Pizza Kitchen, DICK'S Sporting Goods, Express, Pottery Barn, Sephora, White House Black Market, Williams Sonoma & more.**
- The Geneva Commons trade area serves over **58,000 households** with a **population of over 168,000** and **average household income of \$124,662** within a 15-minute drive time.

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# 20<sup>th</sup> Anniversary Celebration

Friday, September 30

- Live Concert featuring local bands Hi Infidelity & 7<sup>th</sup> Heaven, starting at 4:30pm
- Giveaways/Swag Bags
- Food & Drink
- Selfie Station
- Local Business/Merchant Booths

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# Sponsorship Opportunities



**PLATINUM: \$5,000**

## Pre-Event Promotion

Press Release Mention  
5 Eblast Mentions  
(3 VIP, 2 Mass)  
LED Billboard, Social,  
Web, Print

## During Event Promotion

3+ Stage Mentions  
Print Collateral  
Table  
Raffle Option  
Goody Bag Option  
VIP Tickets



**GOLD: \$2,500**

## Pre-Event Promotion

2 VIP Eblast Mentions  
1 Mass Eblast  
LED Billboard, Social, Web

## During Event Promotion

Two Stage Mentions  
Table  
Goody Bag Option



**SILVER: \$1,000**

## Pre-Event Promotion

1 VIP Eblast Mention  
Logo on Web

## During Event Promotion

One Stage Mention  
Table  
Goody Bag Option  
Logo on LED Billboard



**BRONZE: \$500**

## During Event Promotion

Table  
Goody Bag Option  
Logo on LED Billboard

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<b>SPONSORSHIP BENEFITS</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Pre-Event Promotions</b>	\$5,000	\$2,500	\$1,000	\$500
Press Release – Sponsor Mention	✓			
Eblast – VIP • Audience: 11,457	✓ (3X)	✓ (2X)	✓ (1X)	
Eblast – MASS • Audience: 25K	✓ (2X)	✓ (1X)		
Facebook Posts • Followers: 30,152. Tagging & Mentioning	✓ (6-8 Weeks)	✓		
Instagram Posts • Followers: 1,846. Tagging & Mentioning	✓ (6-8 Weeks)	✓		
Website Post – Sponsor Logo • Link to Story on Facebook and Instagram	✓	✓	✓	
LED Billboard – Sponsor Logo	✓	✓	✓	✓
Standee – Sponsor Logo on Event Ad	✓			
Posters 22 X 28 (10) – Sponsor Logo on Event Ad	✓			
Backlit Kiosks (4) – Sponsor Logo on Event Ad	✓			
<b>Event Promotions</b>				
Banner – Sponsor Logo on Stage Banner	✓			
VIP Tickets (4) – 20th Anniversary Lounge	✓			
Table space at Event. (Sponsor provides table)	✓	✓	✓	✓
Stage Announcements by Emcee	✓ (Multiple 3+)	✓ (2X)	✓ (1X)	
Gift Bag Giveaways (for first 500 guests) – Sponsor provided giveaway inside event gift bags	✓	✓	✓	✓
Raffle – Sponsor donated item Announced and Raffled	✓			
Display (Optional) – Kiosk, Auto & More • Ask for details (insurance, etc.)	✓			

# Interested?

- Please contact us via [www.shopgenevacommons.com/sponsorships](http://www.shopgenevacommons.com/sponsorships) and we will be in touch to finalize details and confirm your sponsorship.
- **Thank you** for your time and consideration.

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