



McHenry County
CONSERVATION DISTRICT

2024

SPONSORSHIP OPPORTUNITIES



MCHENRY COUNTY CONSERVATION
FOUNDATION

McHenry County Conservation Foundation • Lost Valley Visitor Center • 7210 Keystone Rd., Richmond, IL 60071
(815) 338-6223 • mchenryconservation.org

McHenry County Conservation District Special Event Sponsorship Opportunities



Festival of the Sugar Maples

March 9-11 & March 16-17 • 10 a.m. - 3 p.m.

Coral Woods Conservation Area, Marengo

Commitment Deadline: January 15

The flowing of the maple sap is a sure sign that spring is just around the corner! More than 1,500 visitors and school groups attend this unique opportunity to learn the history of tapping maple trees and taste pure Coral Woods maple syrup. This family favorite special event is in its 45th year!



First Friday Concert Series

June - July - August - September • 7 - 8:30 p.m.

Glacial Park Lost Valley Visitor Center Patio, Ringwood

Commitment Deadline: April 15

More than 250 people come out monthly, many with a picnic dinner in hand, to listen to music from a variety of local and touring artists against the picturesque backdrop of Glacial Park and the setting sun.



Hooked on Fishing

June 15 & June 16 • 9 a.m. – Noon

Saturday at Rush Creek Conservation Area, Harvard

Sunday at The Hollows Conservation Area, Cary

Commitment Deadline: April 15

This family-friendly event aims to instill a love for both the sport of fishing and being outdoors in nature. Kids and adults come out to enjoy the opportunity to try their hand at angling, many for the first time. Prizes, giveaways and goodie bags are provided.



The Great Outdoor Beer Trail

September 23 • 1-5 p.m.

Fel Pro RRR Conservation Area, Cary

Commitment Deadline: April 15

The District's 5th annual craft beer festival features top brewers from around our region, as well as food trucks and live music. The event is limited to 1,000 attendees to maximize the quality of the experience and tickets sell out quickly.

PREMIUM SPONSORSHIPS

By choosing a Premium Sponsorship level, you are stepping up as a committed partner on everything the McHenry County Conservation District and the McHenry County Conservation Foundation accomplish in a year.

Sponsorship Benefits	Osprey \$5000	Eagle \$4000	Hawk \$2000
501c3 tax benefit	X	X	X
Name/logo on Conservation Foundation and Conservation District's websites	X	X	X
Recognition in the District's <i>Landscapes</i> publication	X	X	X
Mentions on social media	X	X	X
Complementary tickets to Great Outdoor Beer Trail*	4	4	2
Recognition on the electronic display at Lost Valley Visitor Center	X	X	
Top recognition on event promotions	X	X	
Opportunity to place materials in VIP swag bag for Great Outdoor Beer Trail	X	X	
Link to your website on McHenry County Conservation Foundation website	X		

*Fair market value of event tickets is not tax deductible

STANDARD SPONSORSHIPS

Standard sponsorships are an opportunity for you to pick the events and levels of support that are right for your business. Standard sponsorship levels are available for all special events hosted by the McHenry County Conservation District and the McHenry County Conservation Foundation.

Sponsorship Benefits	Shooting Star \$1000	Prairie Dropseed \$500	Coneflower \$250	Wild Bergamot \$125
501c3 tax benefit	X	X	X	X
Recognition on event promotions	X	X	X	X
Mention(s) on Social Media	X	X		
Recognition at sponsored events	X	X		
Complementary Tickets (Applies to Great Outdoor Beer Trail sponsors only)**	2			
Logo recognition in all print materials	X			
Opportunity to place materials in swag bag (Applies to Great Outdoor Beer Trail)	X			

*Names of sponsorship levels may change based on event, but benefits stay the same

**Fair market value of event tickets is not tax deductible

BEE SEEN!

when you sponsor McHenry
County Conservation District
and McHenry County
Conservation Foundation!



PRINT

Sponsors are highlighted in press releases sent to regional media outlets about the event and are published in Landscapes, the Conservation District's quarterly magazine (circulation >21,000).



DIGITAL

Sponsors are listed in E-Newsletters promoting the event (circulation >7,900) and sponsor logos are featured on event landing pages and ticket point of purchase pages when applicable.



ONSITE

Sponsors are featured prominently on signage displayed at events.



SOCIAL MEDIA

Sponsors are featured in posts about the event and on Facebook event pages.



@DiscoverMCCD
@McHenryConservation

**Combined following
of over 22,000!**

GROW YOUR AUDIENCE

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Sponsorship Commitment Form 2024

Become a Sponsor

Online: mchenryconservation.org/sponsor

Or, mark the sponsorship opportunities you will commit to and email this form to sflavell@mchenryconservation.org or mail to MCCF, 7210 Keystone Rd, Richmond, IL 60071.

PREMIUM SPONSORSHIP OPPORTUNITIES FOR ALL EVENTS

☐ Osprey—\$5000 ☐ Eagle—\$4000 ☐ Hawk—\$2000

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

FESTIVAL OF THE SUGAR MAPLES

☐ Shooting Star—\$1000 ☐ Prairie Dropseed—\$500
☐ Coneflower—\$250 ☐ Wild Bergamont—\$125

FIRST FRIDAY CONCERTS

☐ Shooting Star—\$1000 ☐ Prairie Dropseed—\$500
☐ Coneflower—\$250 ☐ Wild Bergamont—\$125

HOOKED ON FISHING

☐ Shooting Star—\$1000 ☐ Prairie Dropseed—\$500
☐ Coneflower—\$250 ☐ Wild Bergamont—\$125

GREAT OUTDOOR BEER TRAIL

☐ Shooting Star—\$1000 ☐ Prairie Dropseed—\$500
☐ Coneflower—\$250 ☐ Wild Bergamont—\$125

CONTACT INFORMATION

Company/Business Name

Contact Name

Date

Email

Phone Number

Company/Business Address, City, State, Zip

PAYMENT INFORMATION

☐ Check Enclosed

☐ Charge a Credit Card

☐ Please Bill Me

Account Holder Name

Credit Card Number

Expiration Date

CVV/Security Code

Billing Address, City, State, Zip