



## Uptown Saturday Nights 2017 Sponsorship

**Program Description:** Now in its third season, Uptown Saturday Nights (USN) is a series of five (5) free, high profile performances throughout Uptown. USN, conceived and supported by the Chicago Department of Cultural Affairs and Special Events (DCASE), celebrates and renews awareness of Uptown as Chicago's *Original* Entertainment District. In 2017, Uptown Saturday Nights will integrate its programming with DCASE's Year of Public Art in Chicago.

**Dates:** Series comprised of four stand-alone performance events—one Saturday evening in May, June, August, and September. The July event is in coordination with Windy City RibFest.

**Estimated Attendance:** 2,500 total

**Estimated Marketing Reach:** over 3 million

### ***Above-Line Presenting Sponsor: \$15,000***

- Suggested verbiage "SEASON SPONSOR presents Uptown Saturday Nights"—integrated into brand!
- Sponsor name/logo on all printed promotional items / digital marketing for entire USN season (5 events)
- Feature in kick-off USN eNewsletter promotions (5,000+)
- Dedicated social media mention for USN season launch and for each event
- Table space available at each event stand-alone performance event
- All four (4) stand-alone performance headliners contracted to acknowledge season sponsor in their promotional outreach
- Stage mentions by event emcees throughout USN season
- Reserved VIP space at stand-alone performance throughout USN season

### ***Event Sponsor: \$2,500***

- Sponsor name/logo on all promotional materials for single sponsored event
- Feature in USN eNewsletter promotion for month of sponsorship
- Dedicated social media mention for month of sponsorship
- Table at single, sponsored event
- Stage mention by event emcee
- Reserved VIP space at the event

Uptown United is a 501(c)(3) nonprofit organization.

### **Uptown United**

Contact: Martin Sorge, Executive Director

773-878-1064

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[exploreuptown.org](http://exploreuptown.org)





Uptown Saturday Nights 2017 Sponsorship Form

SPONSOR INFORMATION

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business Website: \_\_\_\_\_

Social Media Accounts: \_\_\_\_\_

SPONSORSHIP TYPE

Presenting Sponsor - \$15,000

Event Sponsor - \$2,500

For Event Sponsorship, please rank your choices (1-4) for a preferred month:

\_\_\_\_ May    \_\_\_\_ June    \_\_\_\_ August    \_\_\_\_ September

PAYMENT

Payment can be made by credit card or check and must be included with this form to secure participation. Checks should be made payable to *Uptown United*.

Payment (circle one):    Check    MasterCard    Visa    AmEx    Discover    Amount Due: \$\_\_\_\_\_

Organization:\_\_\_\_\_ Contact:\_\_\_\_\_

Phone:\_\_\_\_\_ Email:\_\_\_\_\_

Name on Card: \_\_\_\_\_ Card Number:\_\_\_\_\_

Billing Address with ZIP Code:\_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code (3 digits on back of card):\_\_\_\_\_

By signing below, you agree to pay the above sponsorship amount and meet any required deadlines for sponsorship.

\_\_\_\_\_  
(Your signature here) (Date)

Please email contract to [msorge@uptownunited.org](mailto:msorge@uptownunited.org), fax to 773-878-3678, or mail to Uptown United, 4753 N. Broadway, Suite 822, Chicago, IL 60640. For questions email or call Martin Sorge at [msorge@uptownunited.org](mailto:msorge@uptownunited.org) or 773-878-1064. Uptown United is a 501(c)(3) nonprofit organization.