



# 2025 Hometown Events

## Sponsorship Opportunities







# Welcome Sponsors

Historic downtown Long Grove is a unique business district comprised with dozens of small shops, restaurants and more that serve the local community and tourists. The Historic Downtown Long Grove Business Association (HDLGBA) is a 501(c)(3) organization responsible for promoting the historic preservation, protection and use of Long Grove's traditional downtown area.

The mission of the HDLGBA is to create a destination for residents, businesses and visitors to enjoy themselves, with unique and memorable shopping, dining, services and entertainment experiences throughout town.

The HDLGBA proudly organizes a variety of special events throughout the year that help to create a sense of community and to encourage visitors to join from near and far. We are able to hold our events because of the generosity and support of businesses like yours. We offer sponsorship opportunities at these events which provide advertising and marketing benefits that help support your business goals.

Contact the HDLGBA Events Team with any questions or to secure a sponsorship that enhances your marketing and advertising goals by email at [events@longgrove.org](mailto:events@longgrove.org).



# HDLGBA Marketing Audience

Ongoing marketing efforts include the following channels to communicate event happenings and other reasons to visit our downtown business district. These audiences are consistently growing. Data gathered in January 2025.

## Social Media

The organization utilizes two social platforms and has built a community of followers that are interested in the events, businesses and happenings in historic downtown Long Grove.

PLATFORM	FOLLOWERS	ANNUAL REACH
Facebook	19,800	1 million
Instagram	6,785	98.5 thousand

## Email Messaging

The organization sends approximately two messages each month promoting HDLGBA events and reasons to visit the downtown for shopping, dining, services and entertainment.

Subscribers	11,589
Average Open Rate	43%
Average Click Rate	2.28%

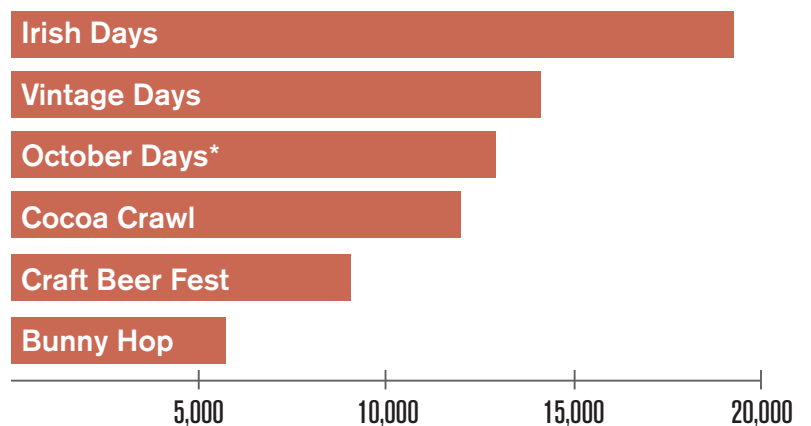
## Website

The organization's website, longgrove.org exists as a way to communicate information about our events, a business directory, calendar and more about the historic business district.

### GENERAL STATISTICS

Annual Visitors	252,000
Page Views	594,000

### DEDICATED EVENT PAGES: 2024 ANNUAL TRAFFIC



\*Page includes Witches Night Out, DIY Scarecrow Day and Pet Costume Parade



February 8, 2025  
12–4 pm



The annual cocoa crawl takes place each February. This free event is open to visitors from the local community and beyond. Attendees are invited to enjoy a variety of free hot cocoa samples at tents located throughout town. Each hot cocoa tent is staffed by a sponsoring business.

### **Cocoa Booth Sponsor . . . . . \$750**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on “Thank you to our Sponsors” signs at the event.

**Booth:** Your staff will be serving hot cocoa samples to event attendees. The booth, hot cocoa and tables are provided. You may hang company branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

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**3,000+ Approximate Attendance**

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April 19, 2025  
11 am–2 pm



This free annual event offers a variety of family-friendly activities. While activities may vary each year, there are usually face painters, visits with the Easter Bunny, collecting of candy and Fire Truck tours. Children of all ages can bring their baskets to collect Easter treats.

**Bunny Hop Sponsor . . . . . \$750**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on “Thank you to our Sponsors” signs at the event.

**Booth:** Your staff will be handing out treat filled eggs to children attending the event. The booth, treat filled eggs and tables are provided to you.

**Giveaways:** You may hand out brochures while you engage with attendees.

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**3,000+ Approximate Attendance**

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April 26, 2025  
12-4 pm



The Long Grove Craft Beer Fest features sampling of craft beers and ciders from local and regional craft brewers, live music and a variety of food vendors. This is a 21 and older ticketed event that attracts attendees from the Chicagoland area.

### General Sponsor \$500

General sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on "Thank you to our Sponsors" signs at the event.

**Booth:** Space for your business to set up a 10' x 10' tent, with a table and branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

### Stage Sponsor \$1,000

All General Sponsor benefits plus:

- Recognition as a Stage Sponsor
- Your business logo listed as a sponsor on the dedicated event page. Your logo will link to your business website.
- Your supplied business signage placed on or near the stage
- Shout outs from musicians recognizing your business as a Stage Sponsor
- Two complimentary tickets to the event

### Wristband Sponsor \$1,200

ONLY ONE AVAILABLE

All General Sponsor benefits plus:

- Recognition as the Wristband Sponsor
- Your business logo listed as a sponsor on the dedicated event page. Your logo will link to your business website.
- Your business logo printed on required wristbands
- Four complimentary tickets to the event

### Taster Glass Sponsor \$1,500

ONLY ONE AVAILABLE

All General Sponsor benefits plus:

- Recognition as Taster Glass Sponsor
- Your business logo listed as a sponsor on the dedicated event page. Your logo will link to your business website.
- Your business logo printed on Craft Beer Taster Glasses
- Six complimentary tickets to the event

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500+ Approximate Attendance

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July 26  
10 am–6 pm

July 27  
10 am–5 pm



Vintage Days is a throw-back annual celebration bridging yesterday with today. The open-air marketplace invites vendors selling all things vintage, reclaimed, hand-made, upcycled, antique, and repurposed. This free event also includes old-time games, live music, plus food and drink vendors that appeal to all ages.

**Vintage Days Sponsor . . . . . \$750**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on “Thank you to our Sponsors” signs at the event.

**Booth:** Space for your business to set up a 10’ x 10’ tent, with a table and branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

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**3,000+ Approximate Attendance**

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August 30  
10:30 am–8 pm  
August 31  
10:30 am–7 pm  
September 1  
10:30 am–4 pm



Irish Days is a weekend-long celebration of Irish culture, music, food and beverages. Activities include Best Dressed Irish Dog Contest, Best Men's Legs in a Kilt contest, Irish dance groups, live music featuring traditional performers and more. Attendees come from the greater Chicagoland area.

**Irish Days General Sponsor ..... \$750**

Sponsors receive the following exposure:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on "Thank you to our Sponsors" signs at the event.

**Booth:** Space for your business to set up a 10' x 10' tent, with a table and branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

**Stage Sponsor ..... \$1,500**

All General Sponsor benefits plus:

- Recognition as a Stage Sponsor
- Your supplied business signage placed on or near the stage
- Shout outs from musicians recognizing your business as a Stage Sponsor

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**3,000+ Approximate Attendance**

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October 9, 2025  
5–8 pm



This free annual event attracts local adults into our downtown business district to enjoy a special witch and warlock-themed evening filled with shopping, dining, discounts, prizes, entertainment and more.

### **Witches Night Out Sponsor . . . . . \$500**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on “Thank you to our Sponsors” signs at the event.

**Booth:** Your staff will be serving hot cocoa samples to event attendees. The booth, hot cocoa and tables are provided. You may hang company branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

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**500+ Approximate Attendance**

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October 11, 2025  
12-4 pm



Groups register for our annual DIY Scarecrow Day to create their very own custom-built scarecrows. These scarecrows are displayed throughout historic downtown Long Grove through the end of October.

**DIY Scarecrow Day Sponsor ..... \$500**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on "Thank you to our Sponsors" signs at the event.

**Booth:** Your staff will be serving hot cocoa samples to event attendees. The booth, hot cocoa and tables are provided. You may hang company branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

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500+ Approximate Attendance

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October 19, 2025  
12 pm

Area pet owners register their furry friends for our annual Pet Costume Parade which includes a short, organized parade through town and a judged costume contest. This event is free for entrants and for those wishing to watch the activities. The event length varies based on the number of entries.

**Pet Costume Parade Sponsor . . . . . \$500**

Sponsors receive the following benefits:

**Social media:** Your business will be highlighted in social media posts on Facebook and Instagram.

**Website:** Your business logo will be listed as a sponsor on the dedicated event page. Your logo will link to your business website.

**Email Communication:** Your business will be recognized as an event sponsor in email communications leading up to the event.

**Event Signage:** Your business logo will appear on “Thank you to our Sponsors” signs at the event.

**Booth:** Your staff will be serving hot cocoa samples to event attendees. The booth, hot cocoa and tables are provided. You may hang company branded signage.

**Giveaways:** You may hand out products, merch, and brochures while you engage with attendees.

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500+ Approximate Attendance

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