

Ukrainian Days Festival 2019 Sponsorship

August 24th and 25th 2019

In The Heart of Ukrainian Village



Ukrainian Days Festival 2019

Chicago Ave between Western Ave. and Leavitt

The annual Ukrainian Days Chicago Festival is the Ukrainian Congress Committee of America – Illinois Division's marquee event which attracted over 12,000 people last year during the two-day festival. The new location on Chicago Ave brought in record numbers of attendees, vendors, and talent. It was the first relocation of the Festival in over 50 years of the festival's existence, since the prior location was no longer sustainable for the Festival's growth.

Our Committee's expectations for this year's festival is to exceed last year's success and to continue to provide the community top quality entertainment, vendors, and fun. Based off countless positive feedback from attendees and volunteers, we intend to make 2018 even bigger and better with attendance projections exceeding 15,000.

Festival Highlights

- Largest Ukrainian Street Festival in the USA on Chicago Ave (In The Heart of Ukrainian Village)
- Performances by Popular Music Acts from Ukraine
- Performances from Ukrainian Dance Groups from all over North America
- Performances by Local Artists
- Appearances from High Profile Politicians and Entertainers
- Partnered with Quality Boutique Vendors
- Partnered with Quality Local Food Vendors
- Fun Carnival Games and Rides
- Beer Garden stocked with Ukrainian and Domestic Favorites
- Festival after parties at local neighborhood establishments
- Contests, giveaways, and prizes
- Flag raising at Daley Plaza celebrating 27 years of Ukrainian Independence
- Live Streaming of all activity on the Main Stage



View of Ukrainian Days Festival 2017 spanning two city blocks on Chicago Ave.

Event Purpose

The Ukrainian Days Festival started as a means to bring the Chicago community together, and share Ukrainian food and culture to the Chicago Community. Ukraine, at the time, was oppressed by the Soviet Regime, the festival was a way to promote Ukraine's identity and struggle for independence. After the collapse of the Soviet Union in 1991 the Festival became a celebration of Ukraine's Independence. The Festival coincides with Ukraine's Independence Day on August 24th.

Since then, it has helped promote Ukrainian culture by providing ethnic dance groups and musical groups as well as food and other vendors. The festival also supports local Chicago businesses in selling their products to the community.

Ukrainian Congress Committee of America - Illinois Division is a 501-C3 non for profit organization that would like your support to successfully continue the Ukrainian Days Festival's success. Your generous contribution will help us extend our mission to support cultural, educational, and humanitarian activities in Illinois and the Ukrainian Village that emphasize the Ukrainian American heritage and provide support for Ukraine's newly developing democracy. All proceeds will be used to benefit other non-profit organizations, schools, and neighborhood events.

Join us in continuing to showcase the beauty, diversity, and excitement of Chicago's Ukrainian Village neighborhood.

Sponsorship Packages

Platinum Package	Gold Package	Silver Package	Bronze Package	Donation
Sponsor Main Headliner Act	Select live plugs after every act on main stage	Branding in Beer Garden	Branding in Beer Garden	Thank you on Social Media and website
Exclusive live plugs after every act on main stage	Branding on Main Stage	Kiosk Space (10'x10')	Branding on flyers	Thank You on Program handouts
Large Branding on Main Stage	Kiosk Space (10'x10')	Branding on flyers	Branding on Social Media and website	
Kiosk Space (10'x20')	Branding on flyers	Branding on Social Media and website	Branding on Program handouts	
Branding on flyers and Program handouts	Branding on Social Media and website	Branding on Program handouts		
Branding on Social Media and website	Branding on Event T-shirt			
Large Branding on Event T-shirt	Branding on Program handouts			
\$10,000	\$5,000	\$2,500	\$1,000	\$500 - \$250 (Suggested)

*Examples of T-shirts, flyers, vendor booths, stage branding, and handouts can be found on the next page.

Feature Your Brand at Ukrainian Days Festival today!

Please check your sponsorship package below:

- Platinum Package
- Gold Package
- Silver Package
- Bronze Package
- Donation

Sponsor Package Samples

Sponsor Banners (Included in all Packages)

Sponsor banners are placed in high traffic festival routes. This includes, but is not limited to, all 6 festival entrances, near food vendors, and near the seating area for the stage.

A digital version of the sponsor banner is also circulated on social media via scheduled posts. All our affiliated pages and event pages on Facebook share the event's posts. The Ukrainian Days website will also have a page dedicated to our sponsors. The social media "Thank You to our Sponsors" campaign will begin circulating daily on August 1st 2019, almost an entire month before the event.



2017 Sample Sponsor Banner

Branded Festival T-shirts (Platinum & Gold Packages Only)

Festival t-shirts are worn by all festival volunteers and workers. A limited amount is distributed to festival attendees. T-shirts will also be distributed to the sponsors (5 maximum).

The front left breast of the t-shirt is adorned with the event's logo. The back of the t-shirt has space for your brand.

Platinum sponsors have a centered space for larger logos and Gold sponsors have a smaller, but still very visible space for logos.



2017 Sample t-shirts

Branded Festival T-shirts (Included in all Packages)

Festival flyers will be adorned with logos of Platinum, Gold, and Silver Sponsor. Bronze Sponsors will be listed on the flyer in text format. Flyers are handed out and posted in local stores, organizations, bars, churches, and community centers.

The flyer image is also circulated through local Ukrainian newspapers, magazines, and bulletins.



2017 Sample Flyer

Sponsor Kiosks (Platinum, Gold, & Silver Packages Only)

Platinum Sponsor kiosks are sized at 10'x20'

Gold Sponsor kiosks are sized at 10'x10'

Silver Sponsor kiosks are sized at 10'x10'

Platinum kiosks are located closer to entrances. All kiosks are centered in the middle of Chicago Ave. and have access to the North and South side of the street. Corner kiosks also have access to the East or West ends of the street.

Kiosk locations are negotiable.



2017Sample Kiosk

Main Stage Branding (Platinum & Gold Packages Only)

The main stage is located near the main entrance to the festival, at the intersection of Chicago Ave. and Western Ave. Platinum Sponsors will have their brand adorned on the top length of the stage. Gold Sponsors will have their branding adorned on the side wall of the stage.

Live scripted promotional plugs are included with stage branding for both Platinum and Gold sponsors. They are scheduled between performances on the main stage throughout both days of the festival.



2017 Sample Stage during performance



2017 Sample Stage during setup

Program Handouts (Included in all Packages)

The Program Handouts (Tri-Fold) are handed out to attendees during both days of the festival. The handouts include the daily schedule, festival site map, event summary, and space for branding and sponsor logos



2017 Sample Handout

Social Media and Website

Ukrainian Days Chicago Festival's reach on social media pages like Facebook has expanded and now have over 5000 followers and page likes. This provides more opportunity to our sponsors to reach our friends in the community. We are also happy to announce the Festival's new official website www.UADaysFest.org in addition to the long standing Ukrainian Congress Committee of America – Illinois Division website.

For more information about Ukrainian Congress Committee of America – Illinois Division please visit our website. <http://uccaillinois.org/>.

Please see the list of affiliated Facebook pages and events below:

1. <https://www.facebook.com/UkrainianDaysChicago/>
(Ukrainian Days Festival page has 1,222 followers)



2. <https://www.facebook.com/UCCAILLINOIS/>
(Ukrainian Congress Committee of America - II page has 1,596 followers)



3. <https://www.facebook.com/events/1757010984628955/>
(2017 Festival Event reached 75,362 friends)

26	Ukrainian DAYS 2017 - on Chicago Ave. in Ukrainian Village
AUG	Aug 26, 2017 - Aug 27, 2017 · Ukrainian Congress Committee of America, Illinois Division · Chicago
75,362	2,259
Total Event Reach	Total Responses

Sponsorship Terms & Conditions

This Ukrainian Days Festival Sponsorship Contract states the terms and conditions that govern the contractual agreement between _____ (the "Sponsor"), and Ukrainian Congress Committee of America Illinois Division (the "Event Host") who agrees to be bound by this Agreement.

WHEREAS, the Event Host is conducting Ukrainian Days Festival, on August 25th and August 26th 2018 (the "Event"); and WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties (the "Sponsor" and the "Event Host") hereto, the Parties agree as follows:

Contribution

The total contribution provided by the Sponsor is \$ _____, to be paid in full no later than August 10th, 2018 unless other date is agreed upon by both parties.

Mail payments to:
Ukrainian Congress Committee of America – Illinois
2247 W. Chicago Ave, Chicago, IL 60622

Ukrainian Congress Committee of America – Illinois is an active Non-Profit 501(c)3. Tax ID will be provided after sponsorship letter and payment are processed.

Term/Termination

This Contract will terminate automatically after festival activities conclude at 10 pm CST on August 26th, 2018.

Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by Sponsor and the Event host.

Sponsor Information

Business Name : _____ Contact Name: _____

Mailing Address : _____

City: _____ State: _____ Zip Code: _____

Contact Email : _____ Telephone #: _____

For any questions please contact Mr. Dan Diaczun:

Telephone: (216) 870-1811

Email: UADaysFest@gmail.com

Please e-mail the completed form to UADaysFest@gmail.com

Sponsor Signature : _____ Date: _____

Event Host Signature: _____ Date: _____