



Red Carpet
Corridor

**BLOOMINGTON
SPONSORSHIP KIT**

MAY 6, 2023

ROUTE 66 RED CARPET CORRIDOR FESTIVAL

MAY 6, 2023 - DOWNTOWN BLOOMINGTON

This festival is all about family fun on the most famous two-lane highway in America - Route 66. Sponsored by the fourteen communities which make up the 100-mile linear museum from Joliet to Bloomington, the annual festival invites everyone to experience the good life in the slow lane.

Each community will produce its own events. From full-blown festivals to antique and craft sales, art sales, car and motorcycle shows, and live entertainers, everyone is sure to discover something unique. Food, snacks and treats will be in abundance, and there are plenty of historic sites, outstanding free museums and unique mom & pop businesses to help create a nostalgic journey for all to enjoy.

Join us on May 6, 2023, 4:00pm-10:00pm in Downtown Bloomington for the Route 66 Red Carpet Corridor Festival. There's no better way to spend a May afternoon than with savory barbeque, delicious drinks and live music in Downtown Bloomington. Festival-goers will enjoy smoked meats, various adult beverages, and classic cars while listening to live music in Downtown Bloomington!

The portion of this event taking place in Bloomington is produced by the Bloomington-Normal Area Convention and Visitors Bureau and is a not-for-profit event.



The event is designed to feature locally produced food products, live music and classic cars in a way that highlights the unique opportunities for locals and tourists alike in BN.



The audience expectation for the Bloomington event is 1,000 attendees. The target audience is adults 40 years of age and older, from throughout McLean County, the state, and region.



Economic impact from the festival will positively affect our event sponsors directly and/or indirectly through local spending, and will ultimately enhance the quality of life in Bloomington-Normal.



OPPORTUNITIES

A LA CARTE MENU

Main Stage Naming.....\$2,500

1 available

- Company name/logo on signage on the main stage
- Logo and link on event website
- Mention in main stage public address announcements
- Featured in social media posts for the event

Food Vendor Naming.....\$1,000

1 available

- Includes signage in Vendor area
- Logo and link on event website
- Mention in public address announcements
- Featured in social media posts for the event

Cruise-In Naming.....\$1,000

1 available

- Includes signage in Cruise-In area
- Logo and link on event website
- Mention in public address announcements
- Featured in social media posts for the event

Sponsor promoted via social media.....\$200

Sponsor logo with link on event website.....\$250

PACKAGES

FESTIVAL SPONSOR.....\$500

- Listing and link on event website
- Featured in social media posts for the event

SUPPORTING SPONSOR.....\$1,000

Includes everything in the Festival Sponsorship, plus:

- Logo and link on event website
- One Sponsor banner displayed at festival (provided by sponsor)

PRESENTING SPONSOR.....\$2,500

Includes everything in the Supporting Sponsorship, plus:

- Sponsor will be included in all press releases concerning the festival
- Mention in main stage public address announcements
- One Sponsor banner displayed at festival (provided by sponsor)
- Opportunity to include promotional materials at the event informational booth
- Opportunity to offer employees as volunteers for the event



THANK YOU!



BLOOMINGTON-NORMAL AREA
CONVENTION & VISITORS BUREAU
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