

11TH ANNUAL BASH ON WABASH



2014 BASH ON WABASH

SATURDAY AUGUST 23RD & SUNDAY AUGUST 24TH

This year marks the Eleventh Anniversary for the “Bash On Wabash” with the goal of bringing neighbors and businesses alike, from near and far, to a festival that showcases the beauty, creativity, history and culture of the South Loop.

Located in the heart of the neighborhood on Wabash Avenue between 13th Street and 14th Place, this year’s “Bash on Wabash” promises to be an experience to remember!

Benefiting the Greater South Loop Association (GSLA), this lively, colorful festival will have something to offer everyone including a wide variety of musical acts, foods and beverages (including beer, wine, and sangria), arts & crafts, an elaborate Family Fun Area, vendor booths, and so much more!

For more information and a package tailored to your specific needs, please contact:

Justine Rowland
justine@criterionproductions.com
773.353.1579

EVENT OVERVIEW

Attendance: 7,500+

Presenter: Greater South Loop Association (GSLA)

Location: Chicago: Wabash Avenue – 13th Street to 14th Place

Dates: Saturday, August 23rd & Sunday, August 24th

Time: Saturday, 12pm - 10pm & Sunday, 12pm - 9pm

Cost: \$5 donation at the gate

Beverages: Beer, wine, sangria, water, and soft drinks

Food: Restaurants from the neighborhood

Retail Vendors: Businesses and retail shops from the South Loop area and throughout Chicago

Music: 12 bands over 2 days

Print Media Coverage: Time Out Chicago, Chicago Sun-Times, Chicago Tribune, Chicago Magazine, Chicago Reader

“The South Loop brings the party to the streets- well, one street, Wabash Avenue...” -- Chicago Tribune

Chicago Tribune

poggled

“From kids to kids at heart, Bash on Wabash hosts a fun bash celebrating the Wabash strip.” --Poggled

“The Bash on Wabash has decided to dedicate its ninth year to a celebration of the cultural diversity of the South Loop.”

-- Chicago Reader

READER



chicagonow.com

#2 Pick on the “Chicago Summer 2013: 25 Events for Your End of Summer Bucket List” -- Chicago Now

MARKETING AND PUBLIC RELATIONS

NEWSPAPER – Newspaper advertising has historically been the most successful tool for promoting the Bash On Wabash and realizing additional value for our sponsors. The Chicago Tribune, Chicago Journal, Sun-Times and RedEye have been official print media outlets for the Bash On Wabash in past years.

RADIO – At the Bash On Wabash, we will be leveraging radio heavily this year to generate interest and reinforce our sponsors' messages. The high profile station 93XRT plans on partnering with the Bash this year, which will generate increased exposure.

SOCIAL MEDIA - This year we are actively working to reach out via social media. With 800+ likes on Facebook and 400+ followers on Twitter, we'll be posting frequently to promote the event and our sponsors.

GRASS ROOTS PROMOTION - Bash On Wabash campaigns are fashioned so they are incorporated into the fabric of the community's daily routine and lifestyle patterns. Strategic social marketing techniques are implemented to utilize targeted, high traffic sites such as Facebook and Twitter. Bash on Wabash is situated in the heart of the city, and we leverage this opportunity and our understanding of the South Loop neighborhood and surrounding areas to promote our activity.

Posters, flyers, banners and unique publicity devices will prominently feature sponsor logos and will be deployed throughout the community. Also, local businesses are encouraged to display bash posters within their establishment whenever possible.

DIRECT EXPOSURE

BOOTH AND EXHIBITION SPACE – Sponsorship levels that provide a 10'x10' booth space will allow you to have face-to-face interaction with Bash guests. On our end, we will generate visibility for your brand through stage announcements, banners, flyers, shirts, publications, Bash events and promotional items.

SIGNAGE AND PROMOTIONAL PRODUCTS – Signage with your business will be featured in a variety of locations with high foot traffic for greater exposure.

STAGE ANNOUNCEMENTS – Platinum level sponsors will be acknowledged before **every** performance by an artist on the main stage by the Emcee. This is a prime opportunity to have us utilize that time to focus on your brand and drive traffic to your booth.

SPONSORSHIP OPPORTUNITIES

Enhance Image ♦ Increase Market Scope ♦ Generate Publicity
Increase Credibility ♦ Build Public Relations ♦ Drive Consumer Traffic
Foster Community Goodwill

BAND SPONSORSHIP

Platinum Level – Headlining Band – \$1,500

Your support of one of the major artists is a great way to see your money at work. Direct band sponsors will be paired with a Bash on Wabash major artist who performs between 7pm and 10pm.

Benefits include:

- Banner signage hung in front of the stage for the day
 - Signage to be provided by the sponsor
- Signed poster from the band that you are supporting
- Meet and greet opportunity with members of the band
- Your business and support of the band will be announced before every band takes the stage throughout the day
- You will receive a 1 year membership to the GLSA

Gold Level – Direct Support Band – \$700

Your support of one of the Bash artists is a great way to see your money at work. Direct band sponsors will be paired with a Bash on Wabash artist who performs between 3pm and 7pm.

Benefits include:

- Signed poster from the band that you are supporting
- Your business and support of the band will be announced before the band takes the stage

Silver Level – Opening Band – \$350

Your support of one of the Bash artists is a great way to see your money at work. Direct band sponsors will be paired with a Bash on Wabash artist who performs between 12pm and 3pm.

Benefits include:

- Signed poster from the band that you are supporting
Your business and support of the band will be announced before the band takes the stage

SPONSORSHIP OPPORTUNITIES

Enhance Image ♦ Increase Market Scope ♦ Generate Publicity
Increase Credibility ♦ Build Public Relations ♦ Drive Consumer Traffic
Foster Community Goodwill

AREA SPONSORSHIP

Platinum Level – Stage Sponsor – \$6,000

Stage sponsorship is a great way to take advantage of the best that the Bash has to offer. Your logos, messages and brand will receive exposure in all marketing materials, media placements and PR materials; your organization will be listed as a **Featured** sponsor.

Benefits include:

- **Featured** status and logo/message placement in media and PR material
- Banner signage featured at the stage
- 10'x10' booth space in a high traffic/prime area
 - Tent and furniture rental separate
- Emcee thanks and promotes your business on stage before every band throughout the entire weekend
- A 1 year membership to the GLSA

Gold Level – Family Fun Area Sponsor – \$2,000

Family Fun Area sponsorship gets your messages to children and their families. Your logo, messages and brand will receive exposure in all Family Fun Area marketing and PR materials and media placements; your organization will be listed as a **Featured** sponsor.

Benefits include:

- **Featured** status and logo/message placement in media and PR material
- Banners/signage featured in the Family Fun Area
- 10'x10' booth space in the Family Fun Area
 - Tent and furniture rental separate
- Emcee thanks and promotes your business on stage before bands in the early afternoons while the Family Fun Area is active
- You will receive a 1 year membership to the GLSA

AREA SPONSORSHIP (CON'T)

Silver Level – Gate Sponsor – \$1,000

Gate sponsorship enables the Bash audience to view your logos, messages and brand while entering and exiting the event. Your brand will receive exposure in all promotional materials (PR and marketing) and media placements.

Benefits include:

- Logo placement in media and PR material
- Banners/signage featured at either the North or South gate entrance.
 - Limited to four sponsors total
- 10'x10' booth space in a high traffic/prime area
 - Tent and furniture rental separate
- You will receive a 1 year membership to the GLSA

NOTE: Companies that are for-profit and have a storefront and/or are publicly traded or have multiple offices of location on a regional or national basis are required to participate as a sponsor. Depending on involvement, this level includes on-site promotion, media, benefits, preferred booth placement and entrance banners.



Bash On Wabash

Sponsor Commitment Form

Saturday August 23rd & Sunday August 24th, 2014

Contact Information

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____.

Contact Name: _____

Work Phone: _____ Cell Phone: _____

Email: _____ Tax ID: _____

Sponsor Category

Band Sponsorship

☐ Platinum Level – Headlining Band.....\$1,500

☐ Gold Level – Direct Support Band.....\$700

☐ Silver Level – Opening Band.....\$350

Area Sponsorship

☐ Platinum Level - Stage.....\$6,000

☐ Gold Level – Family Fun Area.....\$2,000

☐ Silver Level - Gate.....\$1,000

Agreed by:

Print name – Official representative for Sponsor

Signature- Official representative for Sponsor

Date

Justine Rowland- Official representative for Criterion Productions and Bash on Wabash

Sponsorship Fee Payment Due by July 31, 2014

Payable to:

Criterion Productions, LLC

3712 N Broadway, Ste 553, Chicago IL 60613

T: 773.353.1579, F: 773.564.9811

