

Dear Sheffield Neighbor,

It's time to get ready for the 47th Annual **Sheffield Music Festival & Garden Walk!** This year's iconic Chicago event will be held on Saturday and Sunday, July 18-19, from Noon to 10:00 p.m.

As you may have noticed, we have rebranded this year's event to the Sheffield Music Festival & Garden Walk. We feel this rebranded will help the event grow into a larger and even more iconic event in the future. A few key highlights of the 2015 event includes:

- Over 100 neighborhood gardens open for viewing.
- Guided architectural and St. Vincent de Paul tours.
- Live, national act entertainment as well as local and regional acts on a second stage.
- Kids' area with rides and arts/crafts activities.
- The main stage parking lot area will be transformed into the Chicago Craft Beer Festival each Saturday and Sunday afternoon. Featuring over 100 specialty microbrews, this year's tasting will be limited to 2,500 patrons daily.

By the numbers, the event consists of:

- Demographic: Primary, 25-64
- Male/Female Ratio: 60% female/40% male
- Location: 70% Chicago/20% Chicagoland/10% Out-of-State

Proceeds from the event benefit the neighborhood through community projects such as the Beautification Program featuring sidewalk planters throughout Sheffield commercial areas, signifying the Sheffield Neighborhood as the "Garden District" of Chicago. Proceeds from the event also fund upgrades and maintenance of parks, as well as contributions to the local schools and other neighborhood not-for-profit social service institutions.

If you're looking to reach festival-goers at the Sheffield Music Festival & Garden Walk, the Guidebook is a great way to get your message out! Should you have any further questions, do not hesitate to contact us. We're here to help!

Best Regards,

Crini McCarthy
cmccarthy@chicagoevents.com
773-584-6615

Karyn Serota
karyn@chicagoevents.com
773-584-6625



About the Book:

- 15,000 books are printed for the event.
- The book consists of a full color cover and black/white interior pages.
- Books are distributed at each gate and for patrons going on the garden/architectural/church tours.
- Your advertisement will be featured through the book. There is an advertisement directory as well.

Ad Sizes/Rates:

- All ads are black/white

Full Page - \$400

3.375" wide by 10" high

Half Page - \$300

3.375" wide by 4.785" high

Business Card - \$200

3.375" x 2.25"

Become a Sponsor!

See even more of an impact by becoming an event sponsor! Great affordable packages available.

Contact Norine Smyth at nsmyth@chicagoevents.com or 773-584-6684.

Sheffield Music Fest & Garden Walk 2015
Saturday & Sunday, July 18-29
Advertising Agreement

Select Ad Size:

- Business Card (3.375" x 2.25") - \$200
 Half Page (3.375" x 4.785") - \$300
 Full Page (3.375" x 10") - \$400

Note: All ads are black/white.

Ad and Payment Deadline:
Tuesday, June 1, 2015

Contact Information:

Company:		Contact:	
Phone:		Email:	
Address:			

Artwork:

Are you a returning advertiser? Yes No

If yes, do you want to re-use last year's ad (indicate updates below)? Yes, see below No, I'll send a new ad

Ad changes:

NEW Artwork: E-mail all new artwork to Karyn Serota at Karyn@chicagoevents.com. PDF files only. 300dpi, no crop marks, black/white only. While we do our best with the artwork we are provided, we cannot be held responsible to artwork that does not meet the requirements (this may cause your artwork to be distorted or blurry).

Payment:

Pre-payment is required. All ad payment are due, in full, at the time of artwork submission. Credit cards are accepted and will incur a 5% transaction fee. Checks should be made payable to: Sheffield Neighborhood Association.

Payment Amount:		Payment Type:	<input type="checkbox"/> Check <input type="checkbox"/> Credit Card (see below)
-----------------	--	---------------	---

Credit Card Payments

Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover Card			
Card Number:		Expiration:	
		CSV (on back):	
Name on Card:		Card Address:	
Cardholder Signature:		Date:	
<i>I hereby grant Special Events Management to charge my credit card plus transactions fees for amount specified above.</i>			

Completed Forms:

Send your completed forms with payment one of three ways ...

Mailing Address:	Fax:	E-mail:
Garden Walk Advertising Attn: Karyn Serota 2221 W. 43 rd Street Chicago, IL 60609	773-523-6598	Karyn@chicagoevents.com

Still have questions? Contact Crini McCarthy at CMccarthy@chicagoevents.com or 773-584-6615.