



# City of Peru



Adam Thorson

Director of Parks, Recreation & Special Events

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April 22, 2024

Greetings!

It's that time of year when a year's worth of planning and preparation begins to take shape and the countdown to the 2024 Taste of the Illinois Valley begins. We can't wait to share with you the great lineup of entertainment and activities planned for the week of August 1<sup>st</sup> through August 3<sup>rd</sup>.

It's also that time of year when we reach out to the community for support. An event this size needs community support to continue to grow and be able to offer quality entertainment and a family friendly atmosphere year after year. We hope your business recognizes this and will be a part of the Taste of the Illinois Valley.

**All sponsorship dollars that are collected are specifically funding the kids' zone and allowing the kids' activities during the event to remain free!** I have enclosed a list of possible sponsorships for your review. These sponsorships offer your business the opportunity to have your donation attached to a specific activity and a specific audience.

Our festival, now in its 4<sup>th</sup> year, is attended by thousands of local families and a growing number of out-of-area attendees. Our website and radio mentions will note your company's sponsorship, and our aggressive social media event promotion will include the sponsoring company's name. Banners or signage, where appropriate, will also be used to recognize your donation.

At the very least, I hope you and your employees will join us, August 1<sup>st</sup> through 3<sup>rd</sup>, at Centennial Park for the Taste of the Illinois Valley.

Please call Adam Thorson if you have any questions concerning the 2024 Taste of the Illinois Valley at 815-200-5058.

Sincerely,

Adam Thorson

Director of Parks and Recreation



Become a

# Taste<sup>of the</sup> Illinois Valley

## SUPPORTER



### Platinum - \$1,000.00

- Business logo on event banner in premium location
- Business included in 2025 City calendar
- Business name mentioned in event radio ads
- 8 event t-shirts for employees



### Gold - \$750.00

- Business logo on banner in beer garden
- Business logo on social media promotions
- 6 event t-shirts for employees



### Silver - \$500.00

- Business logo displayed on signage in food court
- Business logo on social media promotions
- 4 event t-shirts for employees



### Bronze - \$250.00

- Business logo displayed on signage in kids zone
- 2 event t-shirts for employees

***The City of Peru appreciates your support!***

FUN  
ZONE

CRAFT  
VENDORS

CITY OF PERU  
2024  
**Taste**  
of the Illinois Valley

August 1-3, 2024

Centennial Park in Peru

FOOD  
VENDORS

50/50  
DRAWING

*Free to the Public! No charge for admission, or Fun Zone!*

## ENTERTAINMENT SCHEDULE

### CODY CALKINS BAND - THURSDAY, AUG 1 - 6:30PM - 9:30PM



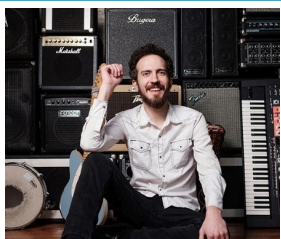
Cody Calkins is a country singer/songwriter hailing from the Illinois Valley. His band, The Cody Calkins Band, performs a mix of favorite country hits from artists. The band has been recognized as the winner of The Best of North Central Illinois in 2019, 2020, 2021, 2022 & 2023.

### LIBIDO FUNK CIRCUS - FRIDAY, AUG 2 6:30PM - 9:30PM



Libido Funk Circus is a Chicago-based disco/funk tribute band that not only plays Disco music of the 70's but a variety of songs and genres ranging from the 70's to current music! Capable of switching styles and genres as the drop of a hat, Libido Funk Circus can entertain any audience!

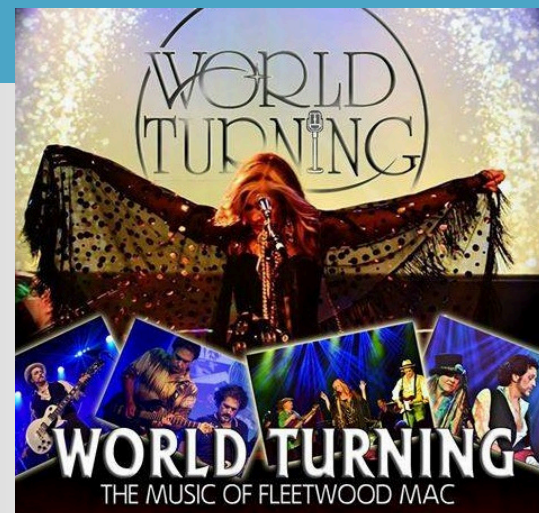
### KEVIN KRAMER - SATURDAY, AUG 3 6PM - 7:30PM



Kevin Kramer is a local musician, composer, performer and educator based in the North Central Illinois region, who has been collaborating on stages and studios for nearly two decades with a variety of genres including pop, rock and funk music. Through performing with a full band or solo, the songs are shared with a unique style that is rooted in the joy of self expression through music.

### WORLD TURNING BAND "THE LIVE FLEETWOOD MAC EXPERIENCE" SATURDAY, AUG 3 8PM - 10PM

World Turning Band is a Nashville based tribute band made up of six superbly talented, professional musicians. What you get at a World Turning show is not only the music of Fleetwood Mac played and sung brilliantly, but a performance that really captures the essence and personality of the ICONIC Fleetwood Mac. This band has got it all and will make you feel like you are watching the REAL THING! It is their intention to share, honor and keep alive this incredible music for years to come.





## 2024 Taste of the Illinois Valley Sponsorship Form

### Company Information

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

T-SHIRT SIZES: SM \_\_\_\_\_ MED \_\_\_\_\_ LG \_\_\_\_\_ XL \_\_\_\_\_ 2XL \_\_\_\_\_ 3XL \_\_\_\_\_  
(please make sure to list quantity of each size indicated above)

### Sponsorship Level (Circle one)

PLATINUM \$1,000

GOLD \$750

SILVER \$500

BRONZE \$250

To ensure that your sponsorship properly represents your organization, please email a high-resolution copy of your logo along with any relevant branding guidelines to [athorson@peru.il.us](mailto:athorson@peru.il.us)

Adam Thorson

City of Peru 815-223-1148 ext. 2314  
[athorson@peru.il.us](mailto:athorson@peru.il.us)