



City of Peru



Adam Thorson

Director of Parks, Recreation & Special Events

P.O. Box 299 • 1901 Fourth Street • Peru, IL 61354-0299
815-223-1148 x2314 • fax: 815-223-9381 • www.peru.il.us • athorson@peru.il.us

March 29, 2021

Greetings!

It is that time when a year's worth of planning and preparation begins to take shape and the countdown to Peru's Summer Events begin. We can't wait to share with you the great lineup of entertainment and activities planned for Summer 2021, which includes the comeback of The Taste of the Illinois Valley!

As COVID-19 continues to spread, the future has never felt so unpredictable. These are challenging times for us all, and we hope you are in good spirits and health! Right now, we are doing everything possible to sustain daily operations and provide services to our community. While there is a lot of uncertainty, we know that we need to adapt fast to our changing reality. Now, more than ever, our community needs us. It is also a time that we reach out to the community to grow and be able to offer quality entertainment and a family friendly atmosphere. We hope your business will be a part of The Taste of the Illinois Valley!

I have enclosed a list of possible sponsorships for your consideration. These sponsorships offer your business the opportunity to have your donation attached to a specific activity and a specific audience. We also greatly appreciate in-kind or non-specific donations as well. To show our appreciation our website 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.

In years past, The Taste of the Illinois Valley was attended by thousands of Illinois Valley families and a growing number of out-of-area attendees. We advertise not only in the local Illinois Valley area, but surrounding communities as well to be able to reach a larger population.

I hope you and your employees will join us, August 5-8th, at Peru's Centennial Park, for the comeback of The Taste of the Illinois Valley in Peru!

Please contact Peru City Hall with any questions that you might have concerning The Taste of the Illinois Valley at 815-223-0061.

Sincerely,

Adam Thorson

Director of Parks, Recreation & Special Events



Become a

Taste of the
Illinois Valley

SUPPORTER



Platinum - \$1,000.00 +

- ✓ Listing on the Taste of the Illinois Valley website
- ✓ Large logo vinyl banner on band stage
- ✓ 10 Taste of the Illinois Valley t-shirts for employees



Gold - \$750.00 +

- ✓ Listing on the Taste of the Illinois Valley website
- ✓ Logo vinyl banner in the beer garden
- ✓ 8 Taste of the Illinois Valley t-shirts for employees



Silver - \$500.00 +

- ✓ Listing on the Taste of the Illinois Valley website
- ✓ Logo signage throughout the food truck alley
- ✓ 5 Taste of the Illinois Valley t-shirts for employees



Bronze - \$250.00 +

- ✓ Listing on the Taste of the Illinois Valley website
- ✓ Logo signage throughout the kids park activities
- ✓ 3 Taste of the Illinois Valley t-shirts for employees

We appreciate your support!



2021 Taste of the Illinois Valley Sponsorship Form

Company Information

COMPANY: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT: _____

PHONE: _____ CONTACT EMAIL: _____

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

Adam Thorson

City of Peru

815-223-1148 ext. 2314

athorson@peru.il.us