

2026

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Sponsorship Opportunities



MainStreet Libertyville hosts over 50 days of community and retail events each year, introducing thousands of people to all that our beautiful downtown has to offer. This booklet highlights how you can help in 2026.



Scan the QR Code to visit our website and get details on each event!

Interested in supporting our efforts?

Please email promotions@mainstreetlibertyville.org

847.680.0336

www.mainstreetlibertyville.org



2026 Calendar of Events

LET'S WINE ABOUT WINTER

Saturday, February 21

FIRST FRIDAYS

Mar 6, Apr 3, May 1, Jun 5, July 3, Aug 7, Sept 4, Oct 2, Nov 6, Dec 4

CAR FUN ON 21

May 20, Jun 24*, Jul 15, Aug 19, Sept 16

FARMERS MARKET

May 28 - Oct 15 / NO MARKET JUNE 18

LUNCH IN THE PARK

June 12 & 26, July 10 & 24, Aug 7

GOLF OUTING

Monday, June 29

SIDEWALK SALES

July 17 & 18

MAINSWEET DESSERT WALK

Saturday, August 1

OKTOBERFEST

Date to be Announced

WITCHES NIGHT OUT

Friday, Oct 16

TRICK OR TREAT ON MAINSTREET

Friday, October 30

SMALL BUSINESS SATURDAY

Saturday, Nov 28

DICKENS OF A HOLIDAY

Saturday, Dec. 12

VICTORIAN TEA

Saturday, Dec. 12

Libertyville Farmers Market

Thursdays, May 28 - Oct. 15 7 am - 1 pm

NO MARKET June 18

The market draws thousands of shoppers each week to picturesque Cook Park for the finest selection of farm fresh produce, artisan foods, flowers and prepared food.

Level One - \$800 (5 available)

- Level Two benefits plus:
- Exclusive social media engagement to promote your business as our sponsor via our social media channels.
- Opportunity to be in the MSL tent twice during the season to distribute information about your company (*no selling of goods allowed*).

Level Two - \$500 (4 available)

- Business name appears on shirts worn by the Market Managers.
- Business logo appears on all print publicity.
- Business name listed in press release.
- Business name listed on signage in prominent location at the event.
- Business name/logo added to the Libertyville Farmers Market website and MainStreet webpage with link to your website.

Golf Cart - \$750 (1 available)

The well-recognized golf cart, used to tote supplies, is on site at the Farmers Market and Lunch in the Park.

- Business name featured on a large sign prominently displayed on the cart.
- Business name and logo added to the Libertyville Farmer's Market webpage with link to your website.

MainStreet Wagons - \$200 (11 available)

Wagons are available each week to assist shoppers with transporting their purchases to their cars.

- Business name/logo will be featured on a sign displayed on the back of the wagon.

Health/Wellness - \$2,500 for full season

-OR-

**\$100 per appearance,
minimum 3 appearances per season**

- Logo listed in special recognition section of MainStreet Gazette (full season only).
- Appear at the market using your own tent and table during the season to distribute information about your company (*may not sell goods that compete with any vendors*).
- Business name/logo added to the Farmers Market webpage with a link to your website.
- Must follow the rules of operation for MainStreet Libertyville Farmers Market.



All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)

Let's Wine About Winter

Saturday, February 21, 1-4 pm

MainStreet Libertyville's signature wine walk draws 800 participants to downtown Libertyville for an afternoon of wine tasting and shopping.

Title Sponsor - \$3,000 (1 available)

- Event Sponsor benefits plus:
- Name/logo on LWAW banner displayed in Cook Park before/during the event.
- Exclusive social media engagement promoting your business as our sponsor.
- Business logo listed in special recognition section in MainStreet Gazette.
- Business name and logo listed on all print and digital publicity.
- Logo on wine glasses distributed to each participant.
- Optional table at a wine glass distribution site for promotional materials.

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Coupon Sponsor - \$2,000 (1 available)

- Name/logo on coupon cards distributed to each participant.
- Business logo added to MainStreet webpage with link to business website.

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Event Sponsor - \$150 (unlimited)

- Business logo added to MainStreet webpage with link to business website.
- Sponsorship recognition on the wine menu/map distributed to each participant.
- \$50 merchant participation fee waived for the event (*if applicable*).

Wine Glass Lanyard Sponsor - \$2,000

(1 available)

- Business logo listed in special recognition section in MainStreet Gazette and on MainStreet website.
- Business logo added to MainStreet webpage with link to business website.
- Business name included in all advertising media and event publicity.
- Business name/logo (space permitting) on lanyard.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)



Car Fun on 21

May 20, June 24, July 15, Aug 19, Sept. 16 6 - 9 pm

Admire classic cars, trucks, and motorcycles on display on Cook and Church Streets surrounding beautiful Cook Park, and enjoy live music and food.

Level One - \$1,500

- Level Two benefits plus:
- May display two vehicles on street
- Full page ad in brochure (*camera-ready artwork supplied by sponsor*).
- Logo listed on all print publicity.
- Separate booth space near the MainStreet tent and opportunity to be in the Mainstreet tent to distribute information about your company (*no selling of goods allowed*).
- Logo listed in special recognition section in MainStreet Gazette and on MainStreet website.
- Logo listed on the MainStreet webpage with link to your website.
- Business name listed in press releases.
- Exclusive social media engagement to promote your business as our sponsor via our social media channels.

Level Two - \$750 (1 available)

- Half page ad will be printed in schedules
(*camera-ready artwork supplied by sponsor*).
- Booth space near the MainStreet tent
(*no selling of goods allowed*).
- May display one vehicle on the street.
- Business name included in
announcements during the event.
- Name prominently displayed on signage
at event.

Level Three - \$350 (unlimited)

- Half page ad in brochure (*camera-ready artwork supplied by sponsor*).
- Business name included in announcements during the event.

Level Four - \$250 (unlimited)

- Business card size ad in brochure (*camera-ready artwork supplied by sponsor*).
- Business name included in announcements during the event.

Band Sponsor - \$175 (unlimited)

- Business name listed on sign at band location.



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Main Sweet Dessert Walk

Saturday, August 1 Noon - 3 pm

Bring the family to the Festival of the Arts and shop and sample delicious treats at local businesses. This event attracts over 150 people to downtown Libertyville.

Event Sponsor - \$150 (unlimited)

- Exclusive social media engagement to promote your business as our sponsor.
- Optional advertisement/coupon added to each gift bag provided to participants.
- Sponsorship recognition on the dessert map distributed to each participant.
- Business name appears in all press releases and announcements.
- Logo appears on all event posters.
- Name listed on all event signage.

Baq Sponsor - \$300

Too many desserts to sample in one afternoon? Bring them home in a bag provided by the sponsor.

- Event Sponsor benefits plus:
- Business logo to appear on gift bags distributed to each participant.

Container Sponsor - \$300 (1 available)

Too many desserts to sample in one afternoon? Bring them home in a container provided by a sponsor.

- Event Sponsor benefits plus:
- Business logo to appear on containers supplied by each participant.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)



Visit the MainStreet Libertyville website to submit a volunteer interest form or call the MainStreet Libertyville Office at (847) 680-0336 to let us know how you can help.

Lunch in the Park

June 12 & 26, July 10 & 24, August 7
11 am - 2 pm

Enjoy live music by local musicians and lunch from area vendors in beautiful Cook Park. Children's activities are featured each week.

Premier Sponsor - \$1,500 (1 available)

- Sponsorship includes all Level One and Two benefits plus:
- Exclusive social media engagement to promote your business as our sponsor.

Level One - \$750 (4 available)

- Level Two benefits plus:
- Opportunity to place a tent to distribute information about your company (*no selling of goods allowed*).
- Business name/logo added to MainStreet webpage with link to your website.

Level Two - \$500 (5 available)

- Business name appears on t-shirts worn by Lunch in the Park Manager and Lambs Farm clean-up crew.
- Business name included in press release.
- Business name listed on sign prominently displayed near the stage.
- Business name included in announcements during the event.
- Logo listed on all print publicity.

Band Sponsor - \$300 (unlimited)

- Business name listed on sign prominently displayed near the stage.
- Business name included in announcements at the event.

Children's Entertainment Sponsor - \$200 (6 available)

- Business name listed on signage near Children's Area.
- Opportunity to place a tent and provide an activity run by your staff for children's entertainment and distribute information about your company (*subject to dates available*).

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)



Golf Outing

Monday, June 29

Spend a casual day at Glen Flora Country Club with golf, lunch, cocktails, and dinner while supporting MainStreet at this spectacular FUNdraiser!

Premier Sponsor - \$3,000 (1 available)

- Dinner Sponsor Benefits plus:
- Top billing in all marketing ads and speaking engagements promoting the event.
- Exclusive social media engagement to promote your business as our sponsor.
- Special signage in front location of the clubhouse entrance and in the dining room.
- Business name/logo with link to your website listed prominently on the MainStreet website.

Cocktail Reception Sponsor - \$1,350 (1 available)

- Hole Sponsor benefits plus:
- Special signage at cocktail reception and introduction during dinner.
- Business name/logo with link to your website listed on Mainstreet website.
- Name/logo listed on all publicity.
- Name/logo listed in dinner program.
- Logo listed on event webpage and in the Gazette as designated special sponsor throughout the year.
- Receive complimentary round of golf for two players, including cart, lunch, cocktail reception and dinner.

Dinner Sponsor - \$2,500 (1 available)

- Special signage in clubhouse dining room and introduction during dinner.
- Business name/logo with link to your website listed on MainStreet website.
- Logo listed prominently on all marketing ads.
- Name listed prominently on consolidated list of sponsors on signage at the clubhouse.
- Name/logo listed in the dinner program.
- Name/logo displayed to all golfers on the golf cart GPS.
- Business name on signage at a designated tee box.
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year.
- Receive complimentary round of golf for four players, including cart, lunch, cocktail reception and dinner.



Lunch Sponsor - \$1,350 (1 available)

- Special signage at lunch and introduction during dinner.
- Business name/logo with link to your website listed on MainStreet website.
- Name/logo listed on all marketing ads.
- Name listed on the consolidated list of sponsors on signage at the clubhouse.
- Name/logo listed in the dinner program.
- Name/logo displayed to all golfers on the golf cart GPS.
- Business name on signage at the designated tee box.
- Logo listed on MainStreet website and in the Gazette as a designated special sponsor throughout the year.
- Receive a complimentary round of golf for 2 players, including cart, lunch, cocktail reception and dinner.

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Golf Cart Sponsor - \$500 (2 available)

- Hole Sponsor benefits plus:
- Business name on every golf cart used throughout the day (*signs are supplied*).

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Hole Sponsor - \$300

- Name on the consolidated list of sponsors on signage at the clubhouse.
- Name/logo listed on the dinner program.
- Name/logo displayed on the golf cart GPS.
- Business name on signage at a designated tee box.
- Receive one complimentary ticket to lunch, cocktail reception, and dinner.

Beverage Cart - \$750 (2 available)

- Business name on one beverage cart (*signs are supplied*).
- Business name/logo with link to your website listed on MainStreet website.
- Name on consolidated list of sponsors on signage at the clubhouse.
- Name/logo listed in the dinner program.
- Name/logo displayed to all golfers on the golf cart GPS.
- Business name on signage at the designated tee box.
- Receive one complimentary ticket to lunch, cocktail reception and dinner.

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Hole in One Sponsor - \$500 (plus cost of insurance) (4 available)

- Hole Sponsor benefits plus:
- You may purchase the insurance directly or we can acquire it for you with no markup.
- Business name displayed on one par 3 hole on the course.
- Business name/logo with link to your website listed on the MainStreet website.



All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)

Oktoberfest

Date to be Announced

Dust off your lederhosen for a weekend of live music, seasonal brews and noshes, and traditional Bavarian bier sport like Hammerschlagen or Masskrugstemmen with your neighbors and friends at this unique community event.

Main Event Sponsor - \$3,000 (1 available)

- Gulder Pretzel Sponsor benefits plus:
- Eight (8) general admission tickets good for Friday or Saturday.
- Friends & Family Ticket Code
- Prominent event signage at main entrance (3'x8' to 12' space).
- Option to have a vendor table at the event.
- Business name included in announcements during the event.
- Exclusive social media engagement to promote your business as our sponsor from MainStreet Libertyville; Green Oak, Libertyville, Mundelein, and Vernon Hills Chamber of Commerce; and Mickey Finn's Brewery.

Gulder Pretzel - \$1,000 (unlimited)

- Silber Pretzel sponsor benefits plus:
- A total of four (4) general admission tickets good for Friday or Saturday.
- Friends & Family Ticket Code
- Top of sign recognition on a shared sponsorship sign at main entrance and visible to all patrons.
- Business name/logo with link to your website listed prominently on MainStreet's website.

Silber Pretzel - \$500 (unlimited)

- Bronze Pretzel sponsor benefits plus:
- Friends & Family Ticket Code
- Placement on a shared sponsorship sign at main entrance visible to all patrons.

Bronze Pretzel - \$200 (unlimited)

- Business name and logo listed on event webpage.
- Two (2) general admission tickets.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)



Witches Night Out

Friday, October 16

Put on your favorite witch costume (or jazz up a witch hat) and head to downtown Libertyville for an enchanting evening of shopping and socializing!

After Party Sponsor - \$1,500

- Exclusive social media engagement to promote your business as our after-party sponsor via our social media channels (*Facebook, Instagram, LinkedIn, and Nextdoor*).
- Business name listed on after-party entry sign.
- Name/logo on all print publicity.
- Opportunity to offer handouts at after-party.
- Logo listed on MainStreet's webpage with link to your website.



Coupon Sponsor - \$500 (1 available)

- Business name/logo on coupon cards distributed to each participant.
- Business logo added to MainStreet webpage with link to business website.



Event Plus Sponsor - \$300 (unlimited)

- Event Sponsor benefits plus:
- Business logo added to MainStreet webpage with link to business website.

Event Sponsor - \$200 (unlimited)

- Sponsorship recognition on tickets distributed to each participant.
- Business name listed on all event signage.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)

Small Business Saturday

Saturday, November 28

Be an instrumental part in our multi-faceted campaign to drive retail sales in downtown Libertyville. Participating shoppers are rewarded a percentage back in MainStreet Libertyville gift certificates for keeping it local each holiday season.

Level One - \$2,500 (1 available)

- Level Two benefits plus:
- One 30-second, professionally shot video promoting your business and the Small Business Saturday event.
- Exclusive social media engagement to promote your business as our sponsor via our social media channels (*Facebook, Instagram, LinkedIn, and Nextdoor*).
- Business name and logo listed on all print and digital publicity, including social media.

Level Two - \$1,000 (unlimited)

- Business logo added to MainStreet event webpage with a link to your business.
- Name listed in special recognition section in MainStreet Gazette.
- Recognition at Annual Meeting and on MainStreet's website as a sponsor
- of the Organization.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)



Dickens of a Holiday

Saturday, December 12

Downtown Libertyville is transformed into a scene out of Dickens with a Children's Holiday Shoppe, Victorian Tea, Santa & Mrs. Claus in the Park, carolers, and more.

Event Sponsor - \$400 (unlimited)

- Business name included in announcements at Victorian Tea.
- Business name listed on table tent signage (Victorian Tea).
- Exclusive social media engagement to promote your business as our sponsor via our social media channels.
- Name/logo on all print publicity.
- Business name listed in press release.
- Business name listed in prominent position on all signage at all sites.
- Opportunity to offer marketing materials or giveaways at Victorian Tea or Children's Holiday Shoppe.
- Logo listed on MainStreet's webpage with link to your website.

Visit with Santa - \$200 (unlimited)

- Business name listed on signage at site.
- Business name listed on the MainStreet event webpage.
- Business name listed in press releases.

The Children's Holiday Shoppe - \$200 (unlimited)

- Business name listed on signage at site.
- Business name listed on the MainStreet event webpage.
- Business name listed in press releases.

Victorian Tea - \$200 (unlimited)

- Business name listed on signage at site.
- Logo listed on the MainStreet event webpage with link to your website.
- Business name listed in press releases.
- Business name featured on table tent signage.

Music Sponsor - \$175 (2 available)

- Name listed on signage by musicians.
- Business name listed on the MainStreet event webpage.
- Business name listed in press releases.

All sponsor levels include business name listed in the MSL Gazette (mailed to over 12,000 local households)

