FRIDAY, JULY 25
SATURDAY, JULY 26

DOWNTOWN MOUNT PROSPECT

BLOCK PARTY

2025

SPONSORSHIP OPPORTUNITIES

Village of Mount Prospect
50 S. Emerson Street
(847) 818-5300
VMO@mountprospect.org

WEBSITE:
mpblockparty.com
FACEBOOK:
@MPBlockParty

ISSUE DATE
03.13.2025

ABOUT BLOCK PARTY

The Downtown Mount Prospect Block Party is the Village's largest downtown event! Featuring food, beverages, and live entertainment, the Downtown Block Party is an all-ages event with free admission.

Starting as a small outdoor event with a few hours of live music back in 1999, the Downtown Mount Prospect Block Party has grown to a 2-day event with over 18 hours of free entertainment!

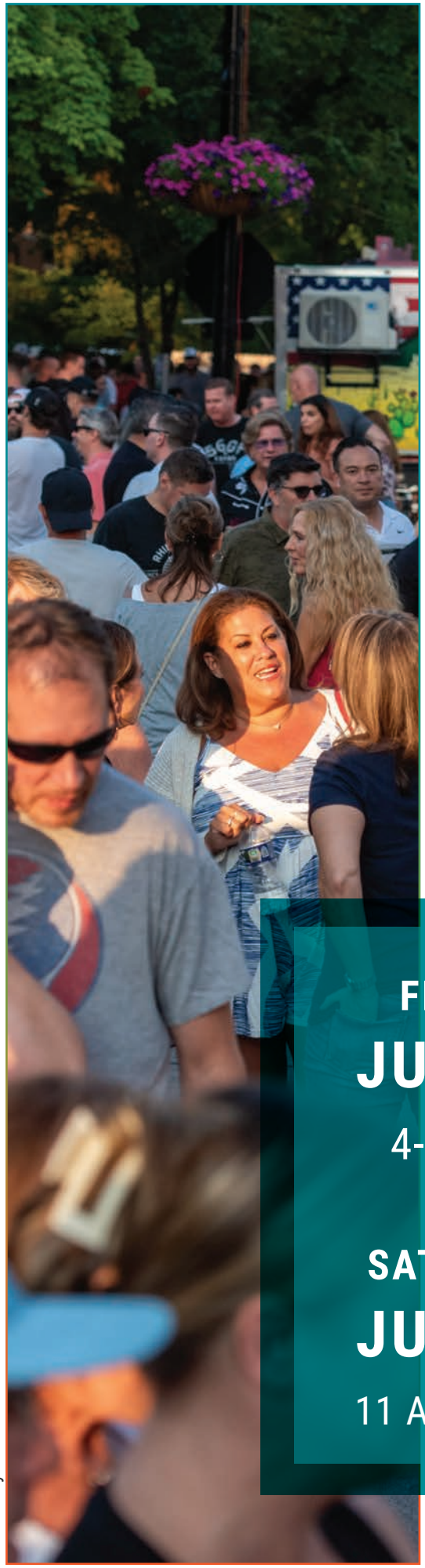
Located at the intersection of Emerson Street & Busse Avenue - in the heart of downtown - Block Party is easily accessible with tons of nearby parking and a Metra station one block away.

CELEBRATING OUR 26TH YEAR, THIS EVENT HAS GROWN TO WELCOMING OVER 8,500 ATTENDEES OVER ONE AMAZING WEEKEND!

EVENT FEATURES

- Live music professionally managed by Duff Entertainment
- Beer tent serving traditional beer options as well as seltzer & wine
- A diverse array of food offerings & treats from Mount Prospect restaurants
- Free Kids Zone activities including go-karts, pony rides, & face painting
- An "Adult Oasis" with cornhole games & high top tables for an outdoor pub atmosphere

...AND MUCH MORE!



Photos by Mike Zarnek

IT'S ALL ABOUT MOUNT PROSPECT

One of the goals of the Downtown Mount Prospect Block Party is to highlight Mount Prospect's business community. To suit businesses of all sizes, we offer four different sponsorship levels for the main event and two for the Kids Zone.

Some sponsorships are limited by quantity due to space availability - contact us at **vmo@mountprospect.org** for questions!

mpblockparty.com

FRIDAY

JULY 25

4-11 PM

SATURDAY

JULY 26

11 AM-11 PM

EVENT MARKETING

As the largest Village-hosted event of the year, we go all out to share the news!

SOCIAL MEDIA

The Village's Communications Team posts about Block Party frequently on our various social media platforms. We create custom content to share out on two different Facebook pages, plus Instagram, and Nextdoor.

WEBSITE

The Village hosts a website just for Block Party: **mpblockparty.com** All sponsors are represented on this go-to site. The event is also promoted on the Village and Experience Mount Prospect sites.

TRADITIONAL ADVERTISING

Block Party is promoted through advertising in the Journal & Topics and Daily Herald publications. We also print rack cards & posters that are publicly distributed & display banners throughout the downtown.

ADDITIONAL MARKETING

Block Party is featured in the Village newsletter & mentioned in Mount Prospect Update videos (available on our YouTube channel). We also send out weekly e-newsletters to our list of subscribers.

VILLAGE NEWSLETTER

25,000 households, 9x / year
Main source of info for residents

E-NEWSLETTERS

4,300 subscribers
Weekly e-blasts

MPBLOCKPARTY.COM

42,780 page views (2024)
13,000 unique visitors

FACEBOOK REACH

@mountprospectIL

July 2024 Reach: 135,300
Followers: 9,900

@MPBlockParty

July 2024 Reach: 41,600
Followers: 4,500

2024 ANALYTICS

The Village tracks performance metrics on our various media platforms, and we are continually looking for ways to increase community engagement.

We have an in-house Communications Team, including a Director of Marketing and Public Relations, resulting in professional, timely and effective event promotion.

PAGE VIEWS @
MPBLOCKPARTY.COM

↑12%

FROM 2023 TO 2024

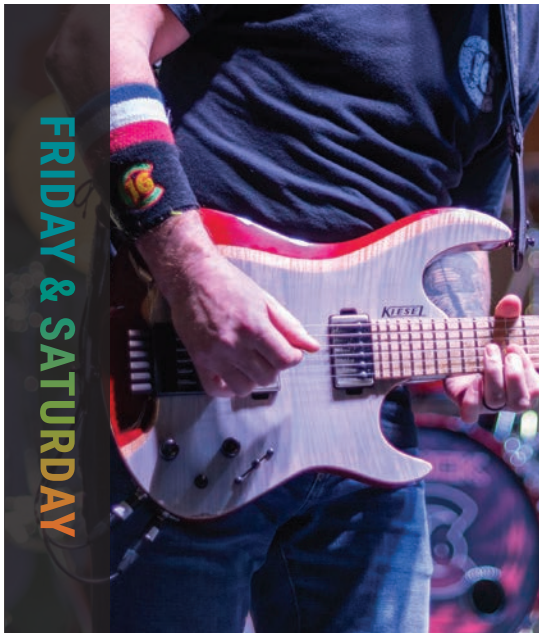
MARKETING APPROACH AND VISIBILITY OF SPONSORS VARIES WITH SPONSORSHIP LEVEL.

ALL SPONSORS ARE REPRESENTED ON MPBLOCKPARTY.COM.

ALL SPONSORS ARE WELCOME TO SHARE INFORMATION OR FREEBIES AT THE VILLAGE'S INFO BOOTH.

NO ATTENDANCE COMMITMENT REQUIRED!

SCHEDULE OF EVENTS



LIVE MUSIC

4 PM - 11 PM

FRIDAY
The Dill Spears
Old School

Headliner:
SIXTEEN CANDLES

SATURDAY
DJ - Bizar Entertainment
Fearless
Hillbilly Rockstarz

Headliner:
WEDDING BANNED

KIDS ZONE

11 AM - 4 PM | **SATURDAY ONLY**

Games, rides, & fun experiences for the whole family, free of charge.

NEW RIDES!

For 2025, we're taking the Kids Zone to another level. With a bigger footprint and even more entertainment, you won't want to miss it! Kids can look forward to new activities, like a **go-karts and Euro Bungy**, paired with old favorites, like face painting and pony rides.

FRIDAY, JULY 25

SATURDAY, JULY 26

FRIDAY & SATURDAY

4 PM - 11 PM **&** 11 AM - 11 PM

PICNIC IN THE PARK

Our **"Picnic in the Park,"** located within the Busse Pocket Park, features local restaurants & food trucks offering a variety of meal-worthy fare, desserts, and classic favorites - perfect for a family looking to grab a quick bite or try something new.

BEVERAGES ON BUSSE

"Beverages on Busse" features the main beer tent, sponsored by Town & Country, where our enthusiastic volunteers serve up brews, seltzers, and wine options.

BONUS OFFERINGS

Other activities are slated throughout the event, including a crowd-interactive game show, cornhole games, and free giveaways at the Village information booth.

Resource booths for police and fire/first aid, as well as ATMs, are available on-site.

SPONSOR PACKAGES

If you have any questions about sponsorship packages, please reach out to the Village Manager's Office at (847) 818-5300 or vmo@mountprospect.org.

Throwing a party of this size requires dedicated effort from numerous staff, volunteers and sponsors. Sponsorships help to offset the use of Village funds and allow us to keep the entertainment free of charge. It is also an opportunity to promote local businesses and restaurants in a fun and engaging way.

PREMIER

SPONSORSHIP

- Logo in premier placement on upper front stage banner
- All items included in the PLATINUM sponsorship level, with exception of stage banner placement, PLUS:
- 30-second commercial slot on event's 17' x 12' jumbotron
- Featured in a stand-alone appreciation post on the Village's social media
- Special mention as the Premier Sponsor in our Mount Prospect Update video
- Shout out in the July 2025 Village Newsletter cover story

$15,000

PLATINUM

SPONSORSHIP

- Logo on side stage banner
- All items included in the GOLD sponsorship level, with exception of stage banner placement, PLUS:
- Logo on Downtown Block Party Banner hanging from Village Hall
- Logo promoted on event's 17' x 12' jumbotron screen

$10,000

	Silver	Gold	Platinum	Premier
Business represented on mpblockparty.com homepage	★	★	★	★
Business represented on rack cards	★	★	★	★
Business represented on volunteer t-shirts	★	★	★	★
Business material representation at Village's information booth	★	★	★	★
Logo on stage banners (placement varies by level)		★	★	★
Logo on A-frame signs at Block Party entrances (3)		★	★	★
Logo within Block Party graphics for social media and e-news		★	★	★
Logo within Block Party graphics for newspaper advertisement		★	★	★
Business logo promoted on event jumbotron			★	★
Business logo on main event banner on side of Village Hall			★	★
Business appreciation post on social media & MP Update				★
Business appreciation noted within the Village Newsletter				★
Business offered 30-second commercial slot on event jumbotron				★

GOLD

SPONSORSHIP

Logo on lower front stage banner

Logo on sponsor boards at the 3 entrance points to the event

Logo on mpblockparty.com homepage

Logo on Downtown Block Party promotional items:

- Rack cards, Newspaper Advertising, Printed on t-shirts worn by event staff

On graphics used for social media posts

Within e-newsletter blasts

Materials shared at the Village's information booth

$5,000

SILVER

SPONSORSHIP

Business name listed on the mpblockparty.com homepage

Business name listed on Downtown Block Party promotional items:

- Rack cards
- Printed on t-shirts worn by event staff

Brochure or other giveaway offer at the Village's info booth

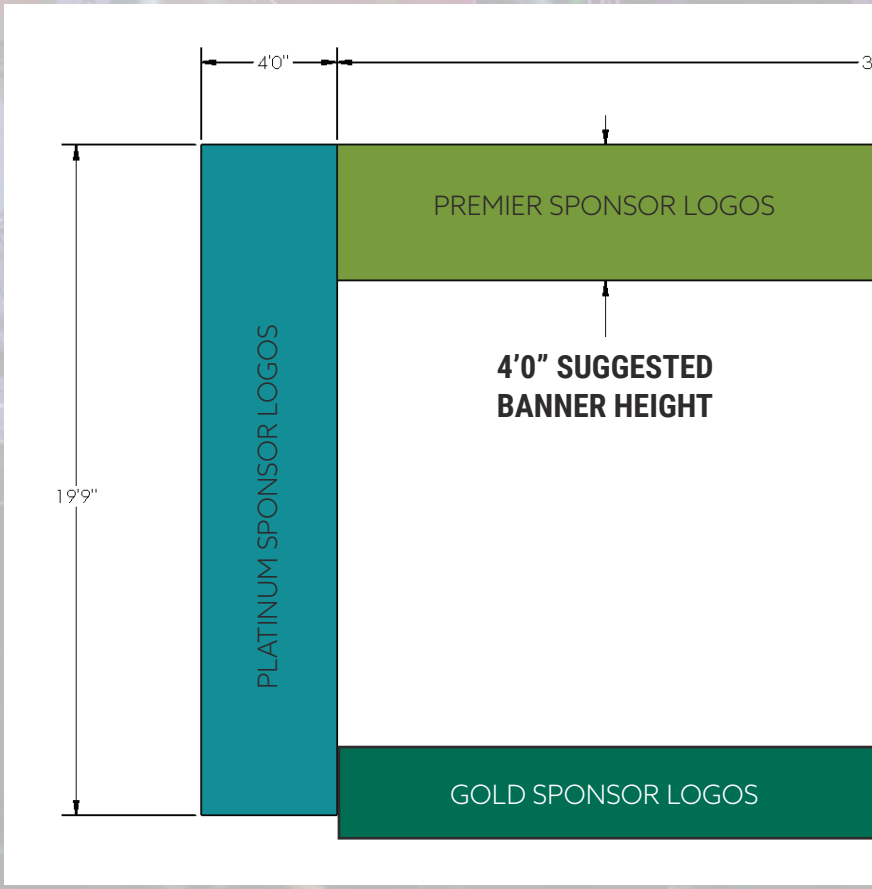
$1,000

SPONSOR PERKS

EVENT STAGE & JUMBOT

PREMIER, PLATINUM & GOLD SPONSORS

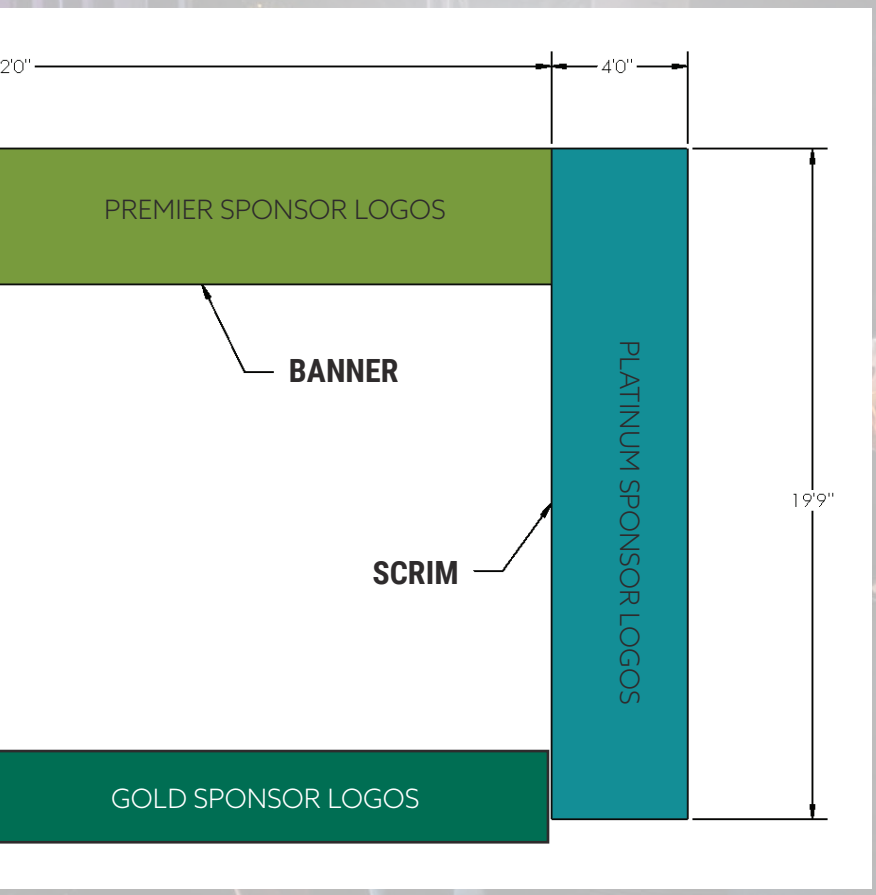
Premier, Platinum & Gold level sponsors are given prime locations (varying by level) on event stage banners. Following a successful 2024, we are excited to bring back the event's largest stage to enhance the experience and provide more visible publicity for sponsors.



The APEX 3224 - Mobile Hydraulic Stage can be branded with banners in three different locations:

Top (Premier Sponsor)
Side (Platinum Sponsor)
Bottom (Gold Sponsor)

RON



PREMIER & PLATINUM SPONSORS

Premier & Platinum sponsors are also featured (varying by level) on the event jumbotron, newly implemented in 2023. When bands are not playing, sponsor logos will present on the towering 17' x 12' screen. And for Premier sponsors, we are offering a 30-second commercial slot!

KIDS ZONE

IF YOUR BUSINESS IS FAMILY-ORIENTED, A KIDS ZONE SPONSORSHIP MAY BE FOR YOU! WE'RE TAKING THE KIDS ZONE TO A NEW LEVEL WITH NEW RIDES, ATTRACTIONS & EVEN MORE ENTERTAINMENT.

Located in the Kids Zone play area, the "Community" sponsorship includes a 10' x 10' tent for your business to interact directly. We are also offering a "Corporate" Sponsorship (details below). Space is limited.

Note the Kids Zone is a **SATURDAY ONLY** event. Community Sponsors have booth access from 11 AM - 4 PM (with additional setup/teardown time). Additional sponsorship recognition is provided via mpblockparty.com and Village promotional pieces.

If you have any questions about sponsorship packages, please reach out to the Village Manager's Office at (847) 818-5300 or vmo@mountprospect.org.

CORPORATE

SPONSORSHIP

A new sponsorship opportunity for our corporate partners who want to join in on the fun but may not be able to attend in person!

Exclusive sponsorship of a ride or activity (first come, first served) with name & logo on ride signage

Name & logo on Kids Zone Facebook post

PLUS: the same perks given to the Community Sponsors, excluding 10' x 10' booth

$1,000

COMMUNITY

SPONSORSHIP

10' x 10' booth with table and 2 chairs on Saturday, July 26 from 11 AM - 4 PM

Logo on A-frame sign located in Kids Zone play area

Business logo listed on the Kids Zone page of mpblockparty.com

Logo included on Downtown Block Party graphics used to promote the Kids Zone

$500

	Community	Corporate
10’ x 10’ booth for day-of	★	
Business represented on mpblockparty.com	★	★
Business represented on rack cards	★	★
Business represented on volunteer t-shirts	★	★
Business material representation at Village’s information booth	★	★
Logo on graphics used to promote Kids Zone	★	★
Logo on A-frame sign in Kids Zone	★	★
Name & logo on Kids Zone Facebook post		★
Name & logo on a Kids Zone ride		★

GOOD TO KNOW

A ONE STOP SHOP FOR ALL THE IMPORTANT DETAILS YOU NEED TO KNOW FOR THE 2025 DOWNTOWN MOUNT PROSPECT BLOCK PARTY!

Sponsor Requirements

Staff will work with you to ensure we have all the information we need to make your sponsorship a success. We will request high-resolution logo images for most sponsorship levels, in addition to application and payment. Certain promotional items take time to produce and deadlines for submission would apply.

Cancelation

Block Party is an outdoor event, which may be shortened or canceled for instances of severe weather or other emergency. Safety is our number one priority; the Village has Emergency Management professionals on staff to make cancelation determinations. No refunds are issued for any sponsorships impacted by event cancelation.

Sponsorship Agreements

Sponsorship is not guaranteed until application is accepted by the Village of Mount Prospect. The Village will then issue an invoice, and sponsorship privileges will begin upon received payment. Sponsorship contributions are non-refundable. Inquiries about this policy should be sent to vmo@mountprospect.org.

Sponsorship Timeline

The Village of Mount Prospect has already begun promotion of this event. Regular updates to our promotion materials allow us to include your business as a sponsor right away. Certain promotions, like banner or rack card production, take time - sponsors applying after **May 23, 2025,** may not be included in all eligible promotions.

Questions

If you have questions about the Downtown Mount Prospect Block Party, participation via sponsorship, or anything related, please reach out to us at (847) 818-5300 or via email at vmo@mountprospect.org

2025 APPLICATION

DOWNTOWN MOUNT PROSPECT
BLOCK PARTY

SPONSORSHIP LEVEL REQUESTED (select one)

- ☐ Silver ($1,000)
- ☐ Gold ($5,000)
- ☐ Platinum ($10,000)
- ☐ Premier ($15,000)
- ☐ Kids Zone "Community" ($500)
- ☐ Kids Zone "Corporate" ($1,000)

CONTACT INFORMATION

Sponsor's Contact Name

Phone

Email

Company Name
(will be listed as the sponsor unless otherwise indicated)

Company Address

Website URL

Facebook URL (if applicable)

IMPORTANT

Village of Mount Prospect staff will contact you to confirm sponsorship availability and follow up with any additional submittal requirements.

Please do not send payment until this confirmation is received.

Company Contact's Signature

Date Submitted

Thank you for your interest in being a sponsor - it is truly appreciated!

DOWNTOWN MOUNT PROSPECT

BLOCK PARTY

2025