



ST. JOHN THE EVANGELIST  
BE DISCIPLES. MAKE DISCIPLES.

# 2019 SPECIAL EVENTS



APRIL 26, 2019



JULY 11-14, 2019



SEPTEMBER 27-29, 2019



OCTOBER 2019



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## ST. JOHN THE EVANGELIST PARISH

St. John the Evangelist Parish (SJE) is the oldest Catholic parish in Northwest Indiana. Founded by German immigrants, SJE has grown to represent a significant portion of the town of St. John and the surrounding communities, with upwards of 4,000 members.

SJE serves not only its parishioners and school, but it strives to serve the community as a whole through food drives, prepping and serving at soup kitchens, clothing drives, help for the homeless, the annual Christmas “Angel Tree” drive, aid to crisis pregnancy centers, disaster relief efforts, international mission trips, and much more. Visit [www.stjohnparish.org](http://www.stjohnparish.org) for more information.

Your business’s support of SJE special events not only helps to support the parish and its many charitable causes, but it also results in valuable promotion. Each special event offers the opportunity to demonstrate your commitment to the community and directly benefit from exposure, such as:

- Marketing directly to 4,000 SJE parish members and school families
- Inclusion in event advertising both before and during events, including social media posts
- Direct contact with potential customers
- Opportunity to distribute company information, special offers and/or coupons to drive business to your location
- Recognition as a valued community supporter

There are several events and sponsorship levels to choose from to meet your unique business needs. In turn, your company’s support will have a meaningful impact on the success of our special events. On the following pages you will find an outline of our events and the sponsorship options and benefits offered to your business.



## SPECIAL EVENTS

In order to streamline the sponsorship process for our business partners, we have consolidated all four of our main special events in one proposal. You can then review all events and choose which to support and at what level—all at one time!



### ***Spring Fling: April 26, 2019 at Villa Cesare in Schererville***

Spring Fling is SJE's premier gala event that attracts 450+ attendees from the parish, SJE School, and the local business community. The evening consists of dinner, open bar, live entertainment, dancing, live & silent auctions, and exciting raffles & games, with proceeds benefitting SJE



### ***St. John Festival: July 11-14, 2019 at 93rd Ave. & US41***

For over 100 years, the St. John Festival has brought the community together for food, family & fun. The event attracts upwards of 10,000 visitors that come to enjoy the free entertainment, food booths, carnival & games, gambling & beer tent, bingo, prizes, and more!



### ***St. John Oktoberfest: September 27-29, 2019 at 93rd Ave. & US41***

Oktoberfest celebrates the German heritage of the town of St. John and SJE by offering guests authentic German food, desserts, coffee, beer, wine, and music. A variety of children's activities are also provided so the whole family can enjoy the event. Over 5,000 people attend Oktoberfest each year.



### ***Race for Education: October 2019 at SJE School***

Race for Education raises funds that enrich our students' academic experience. Over the years, the event has contributed to a variety of improvements, including Promethean boards, STEM resources, iPad learning centers, remodeled bathrooms, a new playground, and much more. All 400 of our students participate, and there many advertising options for sponsors.



# SPONSORSHIP BENEFITS—*SPRING FLING*

SPONSOR LEVEL & BENEFITS	Featured area exposure <i>*see below</i>	Listing in invitation (~2,000)	Logo on program packet (~250)	Logo on poster (40)	Comp tickets	Logo in bulletin to 4,000 members	On screen in SJE narthex	Display promo items at event	Website logo/ listing	Ad or listing in program	Listing on big screens at event
<b>Eagle Upgrade</b> \$2,500*	✓	✓	✓ <i>Premier logo</i>	✓ <i>Premier logo</i>	✓ <i>Ten (10) tickets</i>	✓ <i>4 times</i>	✓ <i>Premier listing</i>	✓	✓ <i>Premier logo w/ botlink</i>	✓ <i>Full-page</i>	✓ <i>Premier listing</i>
<b>Eagle</b> \$2,000		✓	✓ <i>Premier logo</i>	✓ <i>Premier logo</i>	✓ <i>Six (6) tickets</i>	✓ <i>4 times</i>	✓ <i>Premier listing</i>	✓	✓ <i>Premier logo w/ botlink</i>	✓ <i>Full-page</i>	✓ <i>Premier listing</i>
<b>Spirit</b> \$1,000			✓	✓	✓ <i>Four (4) tickets</i>	✓ <i>4 times</i>	✓	✓	✓ <i>Logo w/ botlink</i>	✓ <i>1/2-page</i>	✓
<b>Fire</b> \$500					✓ <i>Two (2) tickets</i>	✓ <i>2 times</i>	✓	✓	✓ <i>Listing only</i>	✓ <i>1/4-page</i>	✓
<b>Contributing</b> \$100 min										✓ <i>Listing</i>	✓

**\*Eagle Upgrade:** The Eagle Upgrade level allows you to select one Spring Fling feature area to maximize your exposure at the event, including extra signage in your chosen area, extra print and website recognition, recognition from the stage at the event, and more. Available featured areas are:

- Entertainment
- Game
- Live Auction
- Premium Bar
- Silent Auction *(there are two spots available)*
- Vacation Raffle
- Valet

*For more info: Dawn Czarnik, (219) 682-8917 / [events@stjohnparish.org](mailto:events@stjohnparish.org)*



# SPONSORSHIP BENEFITS—*ST. JOHN FESTIVAL*

*SPONSOR LEVEL & BENEFITS	Listed in mailing to all St. John residents	Logo on Fest poster	Logo on screen in SJE narthex	4'x6' company banner(s) at Fest <i>(company provides)</i>	Logo or ad on screens at Fest	Logo/ listing in Fest brochure	Logo/ listing on Fest 5K T-shirts	Opp to display promo items/ info	Logo/ listing in bulletin to 4,000 members	Logo/ listing on Fest website	Opp to provide prizes for kids' games
<b>Eagle Upgrade</b> \$2,500	✓	✓	✓	✓ 2 <i>(big tent/ carnival)</i>	✓	✓ <i>Logo</i>	✓ <i>Logo</i>	✓	✓ <i>Logo 3 times</i>	✓ <i>Logo w/ botlink</i>	✓
<b>Eagle</b> \$2,000			✓	✓ 1 <i>(big tent)</i>	✓	✓ <i>Logo</i>	✓ <i>Logo</i>	✓	✓ <i>Logo 3 times</i>	✓ <i>Logo w/ botlink</i>	✓
<b>Spirit</b> \$1,000				✓ 1 <i>(picnic area or beer tent)</i>	✓	✓ <i>Logo</i>	✓ <i>Logo</i>	✓	✓ <i>Logo 2 times</i>	✓ <i>Logo w/ botlink</i>	✓
<b>Fire</b> \$500						✓ <i>Listing</i>	✓ <i>Listing</i>	✓	✓ <i>Listing 2 times</i>	✓ <i>Listing w/ botlink</i>	✓
<b>Contributing</b> \$100 min									✓ <i>Listing 1 time</i>	✓ <i>Listing</i>	✓

*\*Additional promotional opportunities are available:*

- Sponsors will be recognized periodically from the stage during announcements.
- A Sponsor Thank-You banner will display all sponsors in a high-traffic area during the Fest.

**Day Sponsor level:** This top level is reserved for only four sponsors. Past Day Sponsors have first right of refusal before others will be considered. Contact Dawn Czarnik with inquiries.

*For more info: Dawn Czarnik, (219) 682-8917 / [events@stjohnparish.org](mailto:events@stjohnparish.org)*



# SPONSORSHIP BENEFITS—OKTOBERFEST

*SPONSOR LEVEL & BENEFITS	Business listing on 2,000 plastic beer steins	Company banner at event (4' x 6', company provides)	Logo on 7,000 5"x7" community fliers to local businesses	Logo on Oktoberfest billboards	Logo on 300 11"x17" event posters	Logo on 300 printed menus at event	Logo on two Oktoberfest banners at event	Logo in parish bulletin to ~4,000 members	Logo on website w/ link to business site
<b>NEW!</b> <b>Eagle Upgrade</b> <b>\$2,500</b> <i>(limit 3 businesses)</i>	✓	✓	✓	✓	✓ <i>Premier placement</i>	✓ <i>Premier placement</i>	✓	✓	✓
<b>Spirit</b> <b>\$1,000</b>					✓	✓	✓	✓	✓

*\*Additional promotional opportunities are available:*

- All sponsors are recognized from the stage periodically throughout the weekend.
- The option to provide volunteers in company-branded attire to help at the event, showing your support while promoting your business.
- Oktoberfest honors its sponsors by pledging a non-competing environment.
- There are in-kind sponsorship options to consider. See the *Trade Partnerships* page for more information.

*For more info: Dawn Czarnik, (219) 682-8917 / [events@stjohnparish.org](mailto:events@stjohnparish.org)*



# SPONSORSHIP BENEFITS—*RACE FOR EDUCATION*

*SPONSOR LEVEL & BENEFITS	Logo in mailing to donors (2,000+)	Signage along Race route	Logo/listing in parish bulletin to 4,000 members	Listing on donation website	Logo/listing on Race web page	Can provide promotional items for event goodie bags (~400)	Logo/listing in TY msg to families (~250)
<b>Fire \$500</b>	✓	✓	✓ <i>Logo 2 times</i>	✓	✓ <i>Logo w/ hotlink</i>	✓	✓ <i>Logo</i>
<b>Spark \$250</b>			✓ <i>Listing 2 times</i>	✓	✓ <i>Logo</i>	✓	✓ <i>Listing</i>
<b>Contributing \$100</b>					✓ <i>Listing</i>	✓	✓ <i>Listing</i>

*\*Additional promotional opportunities are available:*

- Does your company have a cool mascot? We'd love to have it featured on Race day!
- Do you have fun giveaways to offer on Race day to our students? Consider donating items for a goodie bag or hand them out onsite (if approved).
- There are in-kind sponsorship options to consider, such as providing water & snacks or prizes & incentives. Depending on the value of the goods or services, it can result in promotion for your business and aid for our event. Please see the Trade Partnerships page for details.

*For more info: Dawn Czarnik, (219) 682-8917 / [events@stjohnparish.org](mailto:events@stjohnparish.org)*





## TRADE PARTNERSHIPS

A Trade Partnership is an **in-kind donation of goods and/or services** from a business that directly impacts the implementation of an event. It can result in valuable advertising exposure, as determined by the value of the contribution. As a general rule, the sponsorship level of a Trade Partnership is determined by taking the retail value of the in-kind donation and dividing it in half to align with the cash value of a sponsorship.

A Trade Partnership:

- Offers an opportunity to showcase your company's products and/or services to potential customers
- Results in valuable advertising for your business
- Increases the overall quality and success of the events
- Provides for the needs of the events at no cost, maximizing fundraising results
- Demonstrates your company's support of SJE

In-kind donation needs vary for each event. Some examples include, but are not limited to:

*Spring Fling:* Floral centerpieces, wine, desserts, vacation raffle items, printing, postage, decorations, valet service, and audio/visual service. (*Auction & prize donations are also welcome!*)

*St. John Festival:* Bottled water (can be company-branded), wine, audio/visual service, event rental needs, paper goods, food supplies, kids' game prizes & features, printing, and advertising.

*Oktoberfest:* Canned pop, bottled water (can be company-branded), wine, event rental needs, paper goods, food supplies, printing, advertising, and featured kids' activities.

*Race for Education:* Refillable water bottles or bottled water (can be company-branded), printing, postage, fun prizes for the kids, and gift cards (to use as incentives and prizes).

***Contact Dawn Czarnik at [events@stjohnparish.org](mailto:events@stjohnparish.org) or (219) 682-8917 for more information or to request a Trade Partnership proposal.***



# 2019 COMMITMENT FORM

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Business Website: \_\_\_\_\_

Select your desired event(s) and sponsorship level(s):



\*\$2,500 Eagle Upgrade  
 \$2,000 Eagle  
 \$1,000 Spirit  
 \$500 Fire  
 \$100 Contributing

\*List your desired feature area: \_\_\_\_\_  
 Commitment requested by February 8th



\$2,500 Eagle Upgrade  
 \$2,000 Eagle  
 \$1,000 Spirit  
 \$500 Fire  
 \$100 Contributing

Commitment requested by April 26th



\$2,500 Eagle Upgrade  
 \$1,000 Spirit

Commitment requested by July 8th



\$500 Fire  
 \$250 Spark  
 \$100 Contributing

Commitment requested by August 23rd

**SPONSOR 2 OR MORE EVENTS AND GET 10% OFF IF PAID IN FULL BY THE FIRST SPONSORED EVENT!**

*(Add all selected event sponsorships together—apply your 10% discount if eligible.)*

**TOTAL:** \_\_\_\_\_

Select the method of payment:

Payment in full via check (payable to “SJE”)

Payment plan (set up with Dawn Czarnik)

Submit forms via email, fax or mail to:

Dawn Czarnik, Event Coordinator  
 St. John the Evangelist Parish  
 11301 W. 93rd Avenue  
 St. John, IN 46373  
 events@stjohnparish.org; fax: (219) 365-2703; cell: (219) 682-8917