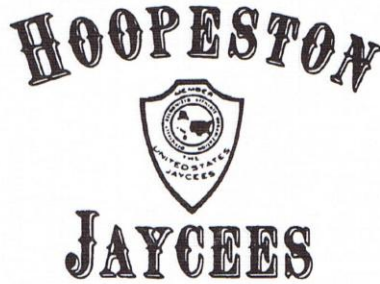


The
National
Sweetcorn Festival®



THE
NATIONAL
SWEETHEART
PAGEANT

Home Of 4 Henry Giessenbier Memorial Awards

June 15, 2016

Through organized efforts in our community, the Hoopeston Jaycees is our proud sponsor of the 73rd National Sweetcorn Festival and Miss National Sweetheart Pageant held over Labor Day Weekend in Hoopeston, Illinois. It takes a great deal of volunteers and community support to organize this event and we are working diligently to make it happen, we are therefore writing to you with regards to an exciting opportunity to be a part of our ***new National Sweetcorn Festival Advertising Packages.***

The National Sweetheart Pageant is unique in the realm of pageants. This year we have been forced to make a few changes to our eligibility format. In February, 2016 we learned that contestants within the Miss America Organization are prohibited from competing at the National Sweetheart Pageant; therefore, we amended our requirements and opened up our pageant to any competitors between the ages of 19-26 that may want the opportunity to compete on a National level. The Hoopeston Jaycees Organization is fortunate enough to provide our finalists (in scholarship, cash and various gifts) a total of \$2,400.00 which helps them pay for college and prepare for a career. It also provides an opportunity to gain additional life experience, working on issues of importance to society, enhancing their personal and professional skills and development. Scholarships have been the cornerstone to empower these remarkable young women to achieve their personal and professional goals. This will be a rebuilding year for us but we are determined to continue this same tradition that has been a vital part of the National Sweetcorn Festival since 1939.

These young women are in our community for five days and will be touring our local businesses, meeting members of our local organizations, visiting with the residents of Heritage Health Therapy and Senior Center, educated on the Illinois agricultural industry, participating in the Labor Day Parade while also rehearsing many hours for the pageant preliminary competition held on Saturday, September 3rd with finals on Sunday, September 4th, 2016. It takes a well-qualified and experienced panel to Judge this level of competition and we are pleased to provide a very distinguished panel of Judges who have previously represented or judged for the Miss America system or other pageant circuits.

It is our mission to provide the best experience for these judges and contestants while visiting our community and offer scholarships to further their education and careers. In order to meet our goals and provide a week full of events for our Judges Staff and National Sweetheart Pageant contestants, we rely on the generosity of individuals and businesses for support. Without the assistance of community-minded individuals just like you, the National Sweetheart Pageant or National Sweetcorn Festival wouldn't be possible.

We ask that you make a commitment to support our annual pageant by considering one of the pageant sponsorship packages (Bronze, Silver and Gold) attached to this letter. The Hoopeston Jaycees have

implemented an exciting **NEW** advertising incentive package this year, if your business or corporation donates to multiple projects during the National Sweetcorn Festival we have created advertising packages based on cumulative donations contributed to Festival events. In addition to receiving our specific pageant sponsorship packages, based on your total contributions you could be worthy of receiving many other great rewards subject to your desired donation (see attached). Your generosity will make a difference in our community by allowing us to continue our work through the Hoopeston Jaycees. We are aiming to give out over \$5,000.00 worth of scholarships and various gifts to our National Sweetheart Pageant contestants this year. Bronze, Silver and Gold Level sponsorships have been established and include in each package complimentary tickets to the 2016 Miss National Sweetheart Pageant and Advertisement for your business or corporation not only in the Hoopeston Jaycees Festival Program Book, Hoopeston Jaycees website and National Sweetheart Pageant Facebook page, but on our Nation-wide webcast as well. If you wish to attend another festival event, we can offer to exchange your pageant tickets for other admission events held in conjunction with the Sweetcorn Festival such as Concert, Rodeo, Derby, Tractor Pull tickets.

If interested, please reach out to us for further information or mail your contribution payable to the Hoopeston Jaycees Attn: National Sweetheart Pageant, c/o Cliff and Michelle Crabtree, 701 N. Fourth Street, Hoopeston, IL 60942. If you are interested in any of the 4 Tier Festival Advertising packages please contact us so we can send you a Sponsorship Agreement Contract for your signature. Payment Plans are available; however, final payments are due on or before August 12, 2016. We are happy to discuss these various packages or field any questions you may have so feel free to give us a call anytime.

Once again please consider donating to our community and remember, NO contribution is too small.

Thank you for your consideration.

Cliff & Michelle Crabtree, Executive Directors
The National Sweetheart Pageant, sponsored by Hoopeston Jaycees
701 N. Fourth Street
Hoopeston, IL 60942
Ph: 217-249-9670 (Cliff) or 217-249-9671 (Michelle)

2016 NATIONAL SWEETHEART PAGEANT SPONSORSHIPS

Bronze Level - \$250.00

- 4 General Admission complimentary tickets to the 2016 Miss National Sweetheart Pageant (4 tickets on Saturday, September 3rd)
- 1 Business Card Size Ad in the 2016 Miss National Sweetheart Pageant Program Book
- Business name listed on the Miss National Sweetheart Pageant Facebook Page and on the Hoopeston Jaycees Website (www.hoopestonjaycees.org)
- 2 National Sweetcorn Festival Program Booklets

Silver Level - \$500.00

- 6 General Admission complimentary tickets to the 2016 Miss National Sweetheart Pageant (3 tickets on Saturday, September 3rd and 3 tickets on Sunday, September 4th)*
- 1 Half page ad in the 2016 Miss National Sweetheart Pageant Program Book
- Business name listed on the Miss National Sweetheart Pageant Facebook Page and our Hoopeston Jaycees Website (www.hoopestonjaycees.org)
- Advertisement on our webcast of the National Sweetheart Pageant
- 2 National Sweetcorn Festival Program Booklets
- 6 National Sweetcorn Festival Gate Passes (3 for Saturday, and 3 for Sunday)

Gold Level - \$1,000.00

- 12 Reserved seating complimentary tickets to the 2016 Miss National Sweetheart Pageant (6 tickets on Saturday, September 3rd, 6 tickets on Sunday, September 4th)*
- 1 Full page ad in the 2016 Miss National Sweetheart Pageant Program Book
- Business name listed on the Miss National Sweetheart Pageant Facebook Page and our Hoopeston Jaycees Website (www.hoopestonjaycees.org)
- Advertisement on our webcast of the National Sweetheart Pageant
- 4 National Sweetcorn Festival Program Booklets
- 12 National Sweetcorn Festival Gate Passes (6 for Saturday, and 6 for Sunday)
- Name or Logo placed on banners displayed at the Civic Center during the National Sweetheart Pageant.
- Name or Business announced on stage during the 2016 Miss National Sweetheart Pageant by our master of ceremonies.

*General Admission or Reserved Pageant tickets may be exchanged for other admission events held in conjunction with the Sweetcorn Festival. (i.e. Concert, Rodeo, Derby, Tractor Pull)

All benefits shown are in addition to any Sweetcorn Festival Advertising Packages

We appreciate all generous sponsorships and would love to receive them by August 12, 2016

2016 Sweetcorn Festival Advertising Packages

Tiered amounts shown are based on cumulative donations given to Festival events
All benefits shown are in addition to any project specific benefits

Tier 1 (\$1,000 – \$2,999)

- 2 Festival Passes (2 Gate Tickets for Each Day of the Festival)
- Name on recognition board at both entrances (Text only 3" height)
- Name listed on festival Facebook page and festival website
- 2 Tickets to one paid admission event (i.e. Concert, Pageant, Rodeo, Derby, Tractor Pull)
- 5 Thank you mentions over the 5 day festival weekend on Park PA System

Tier 2 (\$3,000 - \$4,999)

- 3 Festival Passes (3 Gate Tickets for Each Day of the Festival)
- Name on recognition board at both entrances (Text only 6" height)
- Name listed on festival Facebook page and festival website
- 4 Tickets to one paid admission event (i.e. Concert, Pageant, Rodeo, Derby, Tractor Pull)
- 10 Thank you mentions over the 5 day festival weekend on Park PA System

Tier 3 (\$5,000 - \$7,499)

- 5 Festival Passes (5 Gate Tickets for Each Day of the Festival)
- Name on recognition board at both entrances (With logo 12" height)
- Two 4'X6' banners at location of choice
- Name listed on festival Facebook page and festival website
- 6 Tickets to one paid admission event (i.e. Concert, Pageant, Rodeo, Derby, Tractor Pull)
- 25 Thank you mentions over the 5 day festival weekend on Park PA System
- One 10ft X 40ft booth space in location (table and chairs not provided)

Tier 4 (\$7,500 and greater)

- 8 Festival Passes (8 Gate Tickets for Each Day of the Festival)
- Name on recognition board at both entrances (With logo 24" height)
- Four 4'X6' banners at location of choice
- Name listed on festival Facebook page and festival website
- 8 Tickets to one paid admission event (i.e. Concert, Pageant, Rodeo, Derby, Tractor Pull)
- 35 Thank you mentions over the 5 day festival weekend on Park PA System
- One 10ft X 10ft booth space in location (table and chairs not provided)
- Name on Festival gate passes (Limit One)

****Donations greater than \$10,000 will be given special consideration***

If you are interested in any of the advertising packages above, please contact Cliff & Michelle Crabtree and a Sponsorship Agreement Contract will be personally delivered for your signature. Payment Plans are available; however, final payments are due on or before August 12, 2016..