



# SEPTEMBERFEST SPONSORSHIP & COURTESY ACTIVATION GUIDELINES

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## **1. INTRODUCTION & ACCEPTANCE OF GUIDELINES**

Sponsor acceptance and participation are contingent upon a thorough understanding and acceptance of the rules outlined in this handbook. These rules are subject to change at the discretion of Septemberfest to address operational needs, safety considerations, or other factors.

Failure to comply may result in:

- Denial of participation
- Removal from the festival
- Prohibition from future sponsorships
- Forfeiture of payment

All sponsors agree to abide by these rules upon submission of their sponsorship application.

## **2. SPONSORSHIP APPLICATIONS & PAYMENT**

### **2.1 Application Process**

- Applications are available at [septemberfest.org/sponsor](http://septemberfest.org/sponsor).
- Applications must be submitted by August 1, 2026.
- Applications are reviewed and accepted on a rolling basis.
- On-site activations are generally accepted; however, inventory has sold quickly in prior years and applications may be denied due to lack of space.
- Large footprints (exceeding 10' x 20') are available but limited.
- Sponsors are strongly encouraged to apply early.

### **2.2 Application Types**

#### **Standard Sponsorship Application**

- 10' x 10' activations
- 10' x 20' activations
- Digital on-site advertising (LED billboards)
- Physical on-site banners

#### **Premium Sponsorship Inquiry**

- Activations exceeding 10' x 20'
- Naming rights
- Presenting sponsorships

Premium sponsorships are proposal-based and managed directly with the sponsorship team. Due to high demand, sponsors are encouraged to submit inquiries as early as possible.

### **2.3 Payments**

- Payment information must be submitted with the application.
- Sponsors will not be charged until their application is accepted.
- Accepted forms of payment: credit card, debit card, or ACH.
- New for 2026: Credit and debit card transaction and processing fees are included in sponsorship rates. ACH transactions are assessed a \$7 origination fee.
- Physical checks may be considered on a case-by-case basis.
- Premium sponsorships will be invoiced following agreement finalization.

### **2.4 Refunds**

- All payments are FINAL. Refunds will only be issued if the festival is completely canceled.

## **3. ACTIVATION SPACES & FOOTPRINT REQUIREMENTS**

- Sponsors may operate only within their approved activation footprint.
- Distribution of literature, giveaways, or other collateral outside the approved footprint is prohibited.

## **4. FESTIVAL-PROVIDED & SPONSOR-PROVIDED EQUIPMENT**

### **4.1 Festival-Provided Tents and Furnishings**

- Tents are provided and installed by the festival.
- Furnishings (if indicated on the application) include two skirted tables and two chairs.

- Many tents include festoon lighting on the exterior or backside, depending on location.
- Sponsors are encouraged to provide additional lighting if desired.

#### **4.2 Sponsor-Provided Tents**

- Allowed only for sponsors exhibiting all three days.
- Sponsors must indicate intent to bring their own tent at the time of application.
- Tents must be securely weighted with a minimum of 40 lbs per leg unless otherwise specified.
- Weights must be attached to tent legs unless staking is permitted at the location.

#### **4.3 Vehicle Display and Protection Requirements**

Sponsors displaying or parking vehicles in select locations, including the concrete plaza, must:

- Place plywood under each wheel
- Place carpet under the engine bay

These measures are required to prevent damage and mitigate risks related to fluid leaks. All vehicles must be properly maintained and may not pose a risk to village property or public safety.

### **5. ARRIVAL, SETUP & OPERATIONS**

#### **5.1 Setup & Load-In Times**

- Setup begins at 6:00 a.m. on the day of activation.
- Optional early setup is available beginning Friday, September 4 for sponsors exhibiting on Saturday or all three days, by request.
- Vehicles may access activation areas for setup but must vacate by 9:30 a.m.

#### **5.2 Activation Hours & Staffing**

- Activations must be fully set up by 10:00 a.m. and staffed until 6:00 p.m. daily.
- Sponsors may remain open later if desired. Many sponsors operate until the Main Stage headliner begins (8:30 p.m. Saturday and Sunday; 7:30 p.m. Monday), with some remaining open until festival close.

#### **5.3 Site Access & Activation Locations**

- Sponsors are responsible for transporting supplies; dollies or carts are highly recommended.
- Activation spaces are pre-marked and may not be relocated under any circumstances.

### **6. PARKING & STORAGE**

#### **6.1 Parking**

- Each on-site sponsor receives two on-site parking passes, assigned at the festival's discretion.
- Additional passes may be provided per sponsorship agreement.
- Due to limited parking, staff are encouraged to carpool or use the free park-and-ride shuttle from designated locations.
- Sponsor organizations will be listed at the entrance to receive parking passes for each activation day.

#### **6.2 Storage**

- Sponsors exhibiting multiple days are discouraged from bringing expensive or cumbersome items due to limited secure storage.
- Limited secure storage is available on a priority basis for full-weekend sponsors and must be requested in advance.
- Sponsors are fully responsible for the safety and security of their property at all times.

### **7. PERMITTED & PROHIBITED ACTIVITIES**

#### **7.1 Permitted Activities**

- Company or organization signage, brochures, and flyers.
- Giveaways approved by Septemberfest.
- Registering patrons for subscriptions, estimates, appointments, or services.
- Selling discounted tickets or experiences with prior approval.

#### **7.2 Prohibited Activities**

- Direct sales of merchandise or material items.
- Distribution of materials outside the approved footprint.
- Use of loudspeakers or music that extends beyond the footprint.

- Unapproved raffles.

### **7.3 Media & Audio Guidelines**

- Laptops, monitors, and tablets may be used within the activation footprint.
- Audio volume must be reasonable and may not disturb neighboring sponsors. Sponsors must reduce volume immediately if requested.

## **8. RAFFLES, GIVEAWAYS, SWAG & PRODUCT SAMPLING**

### **8.1 Raffles**

- Only nonprofit organizations with a valid Village of Schaumburg raffle license may conduct raffles.
- Intent to conduct raffle sales must be indicated on the application and approved in advance.

### **8.2 Giveaways & Swag**

- All giveaway items must be disclosed on the application and approved in advance.
- Prohibited items include, but are not limited to: gum, frisbees, balls, yardsticks, bats, T-shirts, glow sticks, temporary tattoos, plastic water bottles, realistic-looking fake or toy guns or weapons of any kind, and items sold by participating vendors or restaurants.
- This list is non-exhaustive and subject to change.

### **8.3 Product Sampling**

- Product sampling is permitted with prior approval.
- Sponsors must specify quantities and serving sizes.
- Certain products may require additional municipal approvals.

## **9. INSURANCE, UTILITIES & SAFETY**

### **9.1 Insurance Requirements**

All on-site sponsors must provide a certificate of insurance for General Liability coverage.

- Minimum coverage: \$1,000,000 per occurrence / \$2,000,000 aggregate.
- The Village of Schaumburg must be listed as Additional Insured and as the certificate holder with the following address:

Village of Schaumburg  
101 Schaumburg Ct.  
Schaumburg, IL 60193

- Certificates must be submitted at least 30 days prior to the festival.
- Noncompliant sponsors may not set up and will not be refunded.

### **9.2 Electrical Service**

- Electrical needs must be indicated at the time of application.
- Electrical service is limited to 110 volts, 20 amps maximum.
- Generators are generally prohibited.
- Sponsors must supply extension cords and power strips.
- Requests exceeding standard scope may incur additional fees, subject to approval by the Village's Engineering and Public Works department.

## **10. SPONSOR CONDUCT & MEDIA POLICY**

- Sponsors and staff must maintain a professional demeanor at all times.
- Complaints will be investigated and may result in removal.
- Sponsors grant Septemberfest the right to use photos and videos of activations and staff for promotional purposes without additional approval or compensation.

## **11. SPONSORSHIP INVENTORY ALLOCATION & LIMITATIONS**

- Septemberfest reserves the right to limit or restrict sponsorship opportunities to maintain a balanced, high-quality event and preserve sponsorship value.
- Standard activations are allocated on a first-come, first-served basis.
- Premium sponsorships are proposal-based with agreed-upon locations.

- Inventory limitations may be modified as needed to align with event goals.

## **12. LABOR DAY PARADE PARTICIPATION**

- Sponsors investing \$650 or more are invited to participate.
- A separate parade application is required.

## **13. LOCAL SMALL BUSINESS REDUCED-RATE SPONSORSHIP ELIGIBILITY**

- Reduced-rate sponsorships are available to qualifying local small businesses that are independent, non-franchise businesses with 10 or fewer employees and meet at least one of the following criteria:
  - Located in the Village of Schaumburg
  - Located within Schaumburg Township
  - Active Schaumburg Business Association member
  - Restaurant participating in the Taste of Schaumburg
  - Nonprofit participating in Taste of Schaumburg's Not-for-Profit Day
- Reduced LED billboard rates are also available to eligible nonprofits and SBA members regardless of employee count. Eligibility verification is required.

## **14. COURTESY ACTIVATIONS FOR NONPROFIT ORGANIZATIONS**

- Courtesy Activations are provided free of charge to nonprofit organizations, subject to availability after paid sponsors are accommodated.
- To substantially increase the likelihood of securing an activation at Septemberfest, organizations are encouraged to submit a paid sponsorship application, as complimentary activations are subject to availability and not guaranteed.
- Applicants will be notified of their status in late August.
- Applicants should schedule volunteers to staff their activation and plan for coverage on all requested activation days, as confirmations will be made in late August.
- Locations are assigned at the discretion of Septemberfest.
- Courtesy Activation participants are subject to the same rules, deadlines, and guidelines as sponsors (contained within this document).
- A separate Courtesy Activation application is required.

## **15. ON-SITE PHYSICAL BANNERS**

- Banners must be within the dimensions of the banner option indicated and paid for on the sponsorship application.
- On-Site physical banners can be dropped or delivered to the Special Events Office (201 Schaumburg Ct., Schaumburg, IL 60193; 9 a.m. to 5 p.m.) beginning in mid-August and must be received no later than August 28, 2026.
- Due to the Village Hall construction project, you need to enter off Schaumburg Rd. on Prairie Center Dr. Parking is available in the Prairie Center lot on the east side of the building.
- Sponsors will be contacted after the event when banners have been collected and are available to be picked up.

## **16. DIGITAL ON-SITE ADVERTISING (LED BILLBOARD) CONTENT REQUIREMENTS**

### **16.1 Content Specifications**

#### **Main Stage LED Billboard – Static Ads**

- File format: PNG
- Design Dimensions: 1920 x 1080 px
- Screen Physical Size: 16' W x 9' H
- Duration: 10 seconds per impression

#### **Main Stage LED Billboard – Video and Animated Ads**

- File format: MP4
- Design Dimensions: 1920 x 1080 px
- Screen Physical Size: 16' W x 9' H
- Resolution: 1080p
- Frame rate: 24 or 30 FPS
- Aspect ratio: 16:9
- No audio; captioning may be embedded
- Duration: 10–90 seconds

#### **Festival Entrance LED Billboard – Static Ads**

- File format: PNG
- Design Dimensions: 1152 x 512 px
- Screen Physical Size: 14' 9" W x 6' 7" H
- Duration: 10 seconds per impression

#### **Festival Entrance LED Billboard – Video and Animated Ads**

- File format: MP4
- Design Dimensions: 1152 x 512 px
- Screen Physical Size: 14' 9" W x 6' 7" H
- Resolution: 1080p
- Frame rate: 24 or 30 FPS
- Aspect ratio: 2.25:1
- No audio; captioning may be embedded
- Duration: 10–90 seconds

#### **Central LED Billboard – Static Ads**

- File format: PNG
- Design Dimensions: 1920 x 1080 px
- Screen Physical Size: 17' W x 10' H
- Duration: 10 seconds per impression

#### **Central LED Billboard – Video and Animated Ads**

- File format: MP4
- Design Dimensions: 1920 x 1080 px
- Screen Physical Size: 17' W x 10' H
- Resolution: 1080p
- Frame rate: 24 or 30 FPS
- Aspect ratio: 16:9
- No audio; captioning may be embedded
- Duration: 10 seconds

Content specifications are subject to change based on equipment availability. Sponsors will be notified of any changes.

#### **16.2 Content Submission & Deadlines**

- Content must be uploaded via the submission form: <https://portal.laserfiche.com/t7561/forms/UG7Ad>
- Content submissions open in February 2026.
- Final submission deadline is August 1, 2026.
- Late submissions may be accepted on a case-by-case basis.

## 16.3 Example Digital LED Canvases



## 17. CONTACT INFORMATION

- **Septemberfest Website**
  - septemberfest.org
- **General Festival Inquiries**
  - Roxane Benvenuti  
Special Events Coordinator,  
Village of Schaumburg

[rbenvenuti@schaumburg.com](mailto:rbenvenuti@schaumburg.com)

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