



LOMBARD CRUISE NIGHTS & SUMMER CONCERTS

SATURDAY NIGHTS IN DOWNTOWN LOMBARD

- 10 Saturday nights: June - August
- Live music concerts
- Classic car shows
- 100+ vehicles weekly
- 500 - 1,000+ visitors per event
- Grand finale event
- Guests from Lombard and beyond



2025 Sponsorship Opportunities

Join the Village of Lombard as a highly visible sponsor of the 2025 Cruise Nights and Summer Concert series! Our sponsorship opportunities are designed to help you increase visibility for your business and expand opportunities to connect with the community through event promotions and engagement.

Sponsorship Benefits & Packages

• Have direct exposure to event guests

• Inspire awareness that impacts your sales & marketing goals

• Showcase your support for the community



Presenting Sponsor

Package: \$5,000



Kids Corner Sponsor

Package: \$2,500



Corporate Sponsor

Package: \$1,000



Submit an application at villageoflombard.org/sponsorships or scan the QR code



LOMBARD SPONSORSHIP PACKAGES AND BENEFITS



Presenting Sponsor

Package: \$5,000

**ONLY ONE (1)
PACKAGE AVAILABLE**

- Exclusive naming rights for the 2025 Cruise Nights season
- Social media and direct marketing opportunities
- Logo and link featured on Village social media and Cruise Nights Facebook page (reaching 26,400+ followers)
- Featured on all promotional event material
- Dedicated booth at all 10 Cruise Nights & Summer Concert events with opportunity to distribute promotional material
- Logo displayed on Village Electronic Message Boards throughout the 16-week promotional period
- Featured as primary sponsor on dedicated stage banner
- Reserved parking space for a promotional vehicle if applicable
- Right of first refusal for presenting sponsorship in 2026
- Includes all benefits established with the Corporate Sponsorship package



Kids Corner Sponsor

Package: \$2,500

**ONLY TWO (2)
PACKAGES AVAILABLE**

- Featured as the 2025 Cruise Nights' Kids Corner Sponsor(s) at all 10 events
- Logo featured on designated signage in the Kids Corner area
- Opportunity to distribute promotional material to families in the Kids Corner area at all 10 events
- Includes all benefits established with the Corporate Sponsorship package

The Kids Corner area is designated for families with children to participate and enjoy free activities, games, and/or crafts provided by the Village, contracted entertainers and community partners during the event.



Corporate Sponsor

Package: \$1,000

- Logo featured on event flyers and promotional material
- Included on all Village social media platforms and Cruise Nights webpage, 2nd most visited page on the Village website (more than 41,600 visitors in 2024)
- Promotional business material distributed at "Welcome Back" Cruise Nights event
- Included on Village sponsor stage banner
- Dedicated in-person booth at Summer Concert Finale event (highest attended night in the series)



Interested in sponsoring?

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