



NIGHTMARE ON CHICAGO STREET

ELGIN, ILLINOIS

SPONSORSHIP DECK



NIGHTMAREONCHICAGOSTREET.COM

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ELGIN'S IMMERSIVE HORROR EVENT

Nightmare on Chicago Street (NOCS), midwest's largest and most exciting horror-themed event, returns. Eight downtown city blocks of Elgin, IL transform into a scene of apocalyptic chaos worthy of any film set. Flipped cars, barrels of oozing toxic waste, interactive screening stations, military vehicles and plenty of horrific creatures roaming the streets, NOCS will transport you into the unknown and creepy.

The City of Elgin works with teams of actors, dancers and performers to interact directly with festival goers to add even more authenticity to the event. Major bands, DJs, celebrity guest appearances, and side show performers keep the crowd entertained the entire night. Vendors offer themed food and drinks as well as NOCS's merch from previous years and the current year.

Since its debut in 2012, NOCS has grown a cult following and grows every year with 18,000 in attendance. We are thrilled to offer exciting sponsorship partnerships to expand your brand and outreach. Whether you want to introduce your company to new audiences, increase awareness, or show your support of the arts, our team can build a package to meet your budget and needs. Our creative approach to marketing ensures that sponsors have the option of being fully incorporated into the marketing of our event. Your business could become the official car vendor of the zombie apocalypse, the preferred insurance company for alien threats, or even the namesake for one of our many stages!

18,000*

ANNUAL ATTENDANCE

500*

VOLUNTEERS AND STAFF

86%

ATTENDEES FROM 0-25 MILES

22,000*

SOCIAL MEDIA FOLLOWERS

FREE

INSIDE: ZOMBIE SAFE SHELTER AREA MAP A2

Elgin City **Examiner**

WEDNESDAY, OCTOBER 22, 2014

SURVIVORS SHED PAIN ESCAPE TO THE SAFE-ZONE



THE "SAFE ZONE"

To protect against

When

**BEATING A ZOMBIE
APOCALYPSE** is more than
er luck. Making and keeping a
plan ensures the safety
of you, your family and
your community.

Neighbors will be scattered in different
at work, school or home.

This makes it imperative to have a
plan that includes a prearranged
meeting place for all
unexpected times.

Elgin City officials agree, the local
is more fortified than the "Safe-Zone"

**FACTS
SURVIVAL**

It's imperative to balance
with FUN," states Dr. F
surviving among pher
best

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SPONSOR PACKAGE OPTIONS

SAFE ZONE SPONSOR- \$40,000

- Recognition as the Main Stage sponsor in all marketing materials, event entrances, and stages during the event and leading up to the event.
- Artist-designed promotional booth in the event zone.
- 50 Tickets and NOCS merchandise to distribute.

DOOMSDAY SPONSOR- \$25,000

- Recognition as the Second Stage sponsor in all marketing materials, event entrances, and stages during the event and leading up to the event.
- Artist-designed promotional material inclusion in event materials.
- 30 Tickets and NOCS merchandise to distribute.

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SPONSOR PACKAGE OPTIONS

UNDERGROUND SPONSOR- \$15,000

- Recognition as the Third Stage sponsor in all marketing materials, event entrances, and stages during the event and leading up to the event.
- 20 Tickets and NOCS merchandise to distribute.

BADLANDS SPONSOR- \$5,000

- Recognition in all marketing materials, entrances, and stages during the event.
- 10 Tickets and NOCS merchandise to distribute.

OUTSKIRTS SPONSOR- \$2,500

- Recognition in all marketing materials at the event entrances.
- 6 Tickets and NOCS merchandise to distribute.



ENTER THE SAFE ZONE

SPECIALEVENTS@CITYOFELGIN.ORG
150 DEXTER CT. ELGIN, IL 60120
NIGHTMAREONCHICAGOSTREET.COM

