



Village of New Lenox Sponsorship Opportunities



NEW LENOX



New Lenox Village Commons Events

CONTENTS

New Lenox is proud to host a vibrant array of events that offer something for everyone. Whether you're a family seeking fun activities, a couple looking for a memorable outing, or simply someone ready to explore, our community has you covered. From charming small-town gatherings like our weekly movie nights to large-scale, festival-style events that attract visitors from all around, there's always something happening here.

To find additional information about any of our events or to become a sponsor, please visit newlenox.net/getinvolved or call (815) 462-6400.

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Summer Concert Series

Formerly known as the Triple Play Concert Series, the Summer Concert Series is an annual summer tradition hosted by Mayor Baldermann and the Village of New Lenox.

The events take place at the Performing Arts Pavilion in the Village Commons and offer the unique opportunity to see world-class touring artists in your backyard. The Village Commons holds a capacity of 5,000, and ticket costs typically range from \$30 to \$90 per show.

Past artists include Ringo Starr & His All Starr Band, Counting Crows, Heart, Chicago, REO Speedwagon, Billy Idol, ZZ Top, Smokey Robinson, and many more!

SPONSORSHIP OPPORTUNITIES:

PRESENTING SPONSOR—\$15,000

- Twenty (20) tickets to each show in the Summer Concert Series
- VIP Party for twenty (20) guests at one concert of choice
- Company logo on Village of New Lenox website, Summer Concert Series signage
- Exhibitor table for direct engagement and brand promotion
- Company logo in Village’s weekly summer Movie Night preview reel
- Recognition in Village Commons email newsletter

GOLD SPONSOR—\$5,000

- Ten (10) tickets to each show in the Summer Concert Series
- Company logo on Village of New Lenox website, Summer Concert Series signage
- Exhibitor table for direct engagement and brand promotion
- Company logo in Village’s weekly summer Movie Night preview reel
- Recognition in Village Commons email newsletter

BRONZE SPONSOR—\$1,000

- Two (2) tickets to each show in the Summer Concert Series
- Company logo on Summer Concert Series signage
- Exhibitor table for direct engagement and brand promotion
- Company logo in Village’s weekly summer Movie Night preview reel

PLATINUM SPONSOR—\$10,000

- Ten (10) tickets to each show in the Summer Concert Series
- VIP Party for ten (10) guests at one concert of choice
- Company logo on Village of New Lenox website, Summer Concert Series signage
- Exhibitor table for direct engagement and brand promotion
- Company logo in Village’s weekly summer Movie Night preview reel
- Recognition in Village Commons email newsletter

SILVER SPONSOR—\$2,500

- Six (6) tickets to each show in the Summer Concert Series
- Company logo on Summer Concert Series signage
- Exhibitor table for direct engagement and brand promotion
- Company logo in Village’s weekly summer Movie Night preview reel



Christmas in the Commons

Every holiday season, the Village of New Lenox hosts Christmas in the Commons featuring lights, shopping, and other holiday festivities in the Village Commons. Christmas in the Commons traditionally takes place Saturdays and Sundays in December from 4:00 to 8:00 p.m.

The highlight of the event is the incredible display of glittering lights draped throughout the Commons. This magical winter wonderland is highlighted by our 40-foot tall lighted Santa Claus, the largest of his kind in the country. Guests will find additional three-dimensional displays and photo opportunities along with a holiday market and favorite holiday activities like horse-drawn wagon rides, visits from Santa, ice skating, and more!

Christmas in the Commons brings visitors from across the Chicagoland area, with guests coming from over 80 communities in 2024. Each night of the event typically sees 1,500 to 2,000 visitors.

SPONSORSHIP OPPORTUNITIES:

PLATINUM SPONSOR—\$5,000

- Social media mention
- Ten (10) vouchers for free souvenir mugs
- Company logo on Village of New Lenox website
- Company logo on Christmas in the Commons promotional materials
- Exhibitor table for direct engagement and brand promotion
- Individual company banner displayed throughout Christmas in the Commons

SILVER SPONSOR—\$1,000

- Four (4) vouchers for free souvenir mugs
- Company logo on Village of New Lenox website
- Individual company banner displayed throughout Christmas in the Commons

GOLD SPONSOR—\$2,500

- Social media mention
- Eight (8) vouchers for free souvenir mugs
- Exhibitor table for direct engagement and brand promotion
- Company logo on Village of New Lenox website
- Individual company banner displayed throughout Christmas in the Commons

BRONZE SPONSOR—\$500

- Two (2) vouchers for free souvenir mugs
- Company logo on Village of New Lenox website
- Company logo on sponsorship banner displayed throughout Christmas in the Commons

newlenox.net/christmas



CRUISE THE COMMONS

Cruise the Commons gives residents and visitors the opportunity bring their cars, trucks, Jeeps, and bikes and put them on display in the Village Commons.

Cruise the Commons takes place on the third Tuesday of the month from May through September. Each Cruise Night sees an average of 200 vehicles on display with approximately 750 to 1000 people in attendance.

SPONSORSHIP OPPORTUNITIES:

\$500—INDIVIDUAL OCCURRENCES

- Social media mention
- Company name on Village of New Lenox website
- Exhibitor table for direct engagement and brand promotion

\$2,000—ENTIRE CRUISE THE COMMONS SERIES

- Minimum of five (5) social media mentions
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion



www.newlenox.net/cruise

MOVIE NIGHT

Free Movie Nights take place on Wednesday evenings throughout the summer in the Village Commons. Attendance per showing is approximately 200 to 300 people.

Activities for children take place prior to each movie, and concessions are available for sale.

SPONSORSHIP OPPORTUNITIES:

\$250—INDIVIDUAL OCCURRENCES

- Social media mention
- Company name on Village of New Lenox website
- Exhibitor table for direct engagement and brand promotion

\$2,500—ENTIRE MOVIE NIGHT SERIES

- Minimum of ten (10) social media mentions
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Company logo on Movie Night preview reel
- Exhibitor table for direct engagement and brand promotion



www.newlenox.net/movies

SPONSORSHIP OPPORTUNITIES:

\$750—INDIVIDUAL OCCURRENCES

- Social media mention
- Company name on Village of New Lenox website
- Exhibitor table for direct engagement and brand promotion

\$2,000—ENTIRE FRIDAYS AFTER FIVE SERIES

- Minimum of three (3) social media mentions
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion



newlenox.net/fridays

FRIDAYS *after five*

Fridays After Five features a variety of food trucks on site serving up delicious fare as well as a performance from a live band from the Performing Arts Pavilion.

These events are free to attend, and tend to draw approximately 1,500-2,000 attendees.

LIVE ON THE LAWN

Live on the Lawn features performances from local groups and organizations on select Sunday evenings in the summer.

Two to four times per summer, Live on the Lawn shines a spotlight on the variety of talented groups that call the Lincoln-Way area home. Admission for the event is free, and this series typically draws between 100 to 200 people

Past performers include the New Lenox Community Band, 5:8 Ballet, Cloggin' Craze, Simply Music Studios, Hughes-Farrelly Irish Dance, and more!

SPONSORSHIP OPPORTUNITY:

\$250—FOR ENTIRE LIVE ON THE LAWN SERIES

- Minimum of two (2) social media mentions
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials



newlenox.net/live 6

New Lenox Farmers Market

The New Lenox Farmers Market is presented in conjunction with Chicago Street Markets and takes place on Thursday evenings from May through September. The market runs from 4:00 to 8:00 p.m. and is located in the Village Commons.

NEW IN 2025!

SPONSORSHIP OPPORTUNITIES :

\$250— INDIVIDUAL OCCURRENCES

- Social media mention
- Company name on Village of New Lenox website
- Exhibitor table for direct engagement and brand promotion

\$4,000—ENTIRE MARKET SERIES

- Minimum of ten (10) social media mentions
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion

newlenox.net/market

Play Day

in the commons

Play Day in the Commons is a day full of free fun for the youngest members of our community! Past Play Days have included face painting, caricaturists, magic shows, interactive science experiments, animal shows, foam parties, and much more!

Play Day also includes the Young Entrepreneurs Fair, giving young leaders the opportunity to bring their business ideas to life. This event sees approximately 2,000 to 2,500 attendees.

SPONSORSHIP OPPORTUNITY:

\$500

- Company logo and link on Village of New Lenox website
- Social media mention
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion



newlenox.net/playday

Independence Day Celebration

Every year on July 4, the Village of New Lenox hosts an Independence Day Celebration featuring live music and fireworks, offering an evening to honor American patriotism in the Home of Proud Americans.

Admission is free, and the celebration tends to see approximately 5,000 to 10,000 attendees in the Village Commons and the fireworks viewing area surrounding the venue.

SPONSORSHIP OPPORTUNITY:

\$1,000

- Social media mention
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion

newlenox.net/independence

FOOD FIGHT: Taco Fest

Local restaurants and food trucks are invited to put up their best taco at Food Fight: Taco Fest. Attendees will vote for their favorite taco and the restaurant with the most votes will be crowned the year's Food Fight champion! As a rising community favorite, Taco Fest sees approximately 5,000 attendees.

Also featured at Taco Fest are themed games and contests, which in the past have included a chihuahua beauty pageant, hot sauce contest, and tortilla toss!

SPONSORSHIP OPPORTUNITY:

\$1,000

- Social media mention
- Company logo and link on Village of New Lenox website
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion



newlenox.net/foodfight 8

CHALK WALK

Artists are invited to create masterpieces in the Commons with sidewalk chalk.

This event is open to everyone, including families, students, professional artists, aspiring artists—all who are interested are welcome, and registration is free! Chalk Walk welcomes approximately 150 artists per year.

SPONSORSHIP OPPORTUNITY:

\$250

- Company logo and link on Village of New Lenox website
- Social media mention
- Company logo on promotional materials
- Sidewalk square to create message from your business
- Exhibitor table for direct engagement and brand promotion



newlenox.net/chalkwalk



Ladies Night Out features an annual evening of shopping and entertainment in the Village Commons. Local businesses and crafters are invited to come out to the Commons to sell their products, and patrons will also find live music, wine, and food available at the event.

Ladies Night Out typically maxes out at a capacity of about 115 businesses with approximately 1,500 to 2,000 people in attendance annually.

SPONSORSHIP OPPORTUNITY:

\$500

- Company logo and link on Village of New Lenox website
- Social media mention
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion



newlenox.net/ladiesnightout

SILENT Roller Disco



Guests can bring out their roller skates and dance the night away...at a silent event!

Upon arrival, guests will receive a pair of wireless headphones that allow them to listen to different channels of music run by two dueling DJs. Those without headphones won't hear any music throughout the Commons - it will look like people are dancing to no music!

Once each guest has their headphones, they can head to the roller rink that will be set up in the street. Guests can bring their own roller skates from home or rent a pair from us. Silent Roller Disco sees approximately 300 attendees.

SPONSORSHIP OPPORTUNITY:

\$250

- Company logo and link on Village of New Lenox website
- Social media mention
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion

LAST CALL BEFORE FALL

Featuring craft beer from local breweries, live music, and activities for kids, Last Call Before Fall typically takes place in September in the Village Commons.

This end-of-summer celebration also features Empty Bowls, an annual fundraiser for Friends of the New Lenox Parks, offering donors soup tastings from a variety of restaurants in the area.

SPONSORSHIP OPPORTUNITY:

\$500

- Company logo and link on Village of New Lenox website
- Social media mention
- Company logo on promotional materials
- Exhibitor table for direct engagement and brand promotion

Cheers!



Pumpkin Smash takes place after Halloween, providing an environmentally friendly (not to mention fun!) way to dispose of your pumpkins. During this event, residents are invited to bring their pumpkins to the Village Commons to smash them then send them for composting.

Fun ways to smash pumpkins include an excavator, bats, mallets, and more. Pumpkin Smash typically sees about 500 participants!

SPONSORSHIP OPPORTUNITY:

\$250

- Company logo and link on Village of New Lenox website
- Social media mention
- Exhibitor table for direct engagement and brand promotion.



COMMUNITY PROFILE HIGHLIGHTS:

New Lenox is home to approximately 28,000 residents and continues to be a rapidly growing community. The strategic location, increasing population, extensive community amenities, and robust economy brimming with opportunities make New Lenox an ideal investment destination.



Median Household Income:
\$133,071



Median Age (Years)
37.3



Number of Households:
9,142



Average Household Size
3



Median Property Value:
\$378,000

As part of our growing community, the Village of New Lenox is proud to be the home of KidsWork Children’s Museum and New Lenox Crossroads Sports Complex. Sponsorship opportunities also exist for these facilities. Please visit the websites below for a closer look into these organizations.

KidsWork Children’s Museum: kidswork.org

New Lenox Crossroads: newlenoxcrossroads.com

To become a sponsor for any of our Village Commons events please visit www.newlenox.net/getinvolved and complete the sponsorship form.

To inquire about any of our available sponsorship opportunities, or for questions, please contact:

Beth Alderson
Community Engagement Director
(815) 462-6438
balderson@newlenox.net