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Sponsorship Opportunities

A packet outlining annual sponsorship opportunities in Geneseo, sponsorship tiers and benefits, event & marketing statistics, the advantages of sponsoring Geneseo events, and contact information for interested parties.



GENESEO
CHAMBER *of*
COMMERCE

Where the *future* grows.

**Geneseo
Chamber of
Commerce**

309-944-2686
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www.geneseo.org


2026 Events

 : Designates Major Geneseo Chamber Event




2026 Geneseo Artwalk
SATURDAY APRIL 25
AVG. ATTENDANCE: 1,000 - 2,000



Geneseo Chamber Golf Outing
FRIDAY JUNE 5
AVG. ATTENDANCE: 75-100 




2026 Geneseo Music Festival
JUNE 19-21 - FATHERS DAY WEEKEND
AVG. ATTENDANCE: 10,000 - 12,000 



Annual Dinner & Awards Banquet
THURSDAY AUGUST 6
AVG. ATTENDANCE: 150-200 



Trains, Planes & Automobiles
SEPTEMBER 10-12
AVG. ATTENDANCE: 8,000 - 10,000 



Cruise the Canal Tours
SEPTEMBER 11 & OCTOBER 16
AVG. ATTENDANCE: 150-180

In 2025, Geneseo Chamber Community Events attracted over 42,000 visitors to Geneseo.

\$6,223 per event

The Geneseo Chamber's major annual community events cost an average of \$6,233 each to coordinate. Sponsorships help to keep costs low or free for attendees.

2026 Events

: Designates Major Geneseo Chamber Event



State Street Market
SATURDAY OCTOBER 3
AVG. ATTENDANCE: 7,000 - 9,000 



Geneseo's Scarecrow Row
SATURDAY OCTOBER 31
AVG. ATTENDANCE: 2,000 - 3,000




Geneseo Chamber Fall Breakfast
WEDNESDAY NOVEMBER 18
AVG. ATTENDANCE: 60 - 100



Christmas Open House
FRIDAY NOVEMBER 20
AVG. ATTENDANCE: 750 - 1,500



2026 Geneseo Christmas Walk
SATURDAY DECEMBER 12
AVG. ATTENDANCE: 10,000 - 12,000 



Business Connections Events
ALL YEAR - QUARTERLY
AVG. ATTENDANCE: 15 - 40

It's All Happening In Geneseo.

The Geneseo Chamber hosts the most annual festivals & business networking events in Henry County.

Attendance is Trending Up.

The Geneseo Chamber's community events have seen attendance increase by 111% since 2019, averaging 6,875 attendees per event.

Our Team

The Geneseo Chamber of Commerce is a not-for-profit, non-governmental organization dedicated to advancing and retaining commerce, industry, agriculture and quality of life in the City of Geneseo and surrounding area. The Geneseo Chamber works to help Geneseo achieve its fullest potential by providing continuous and effective leadership. Our strength lies in the active involvement and support of its membership. Both large and small businesses, from virtually every profession, are represented and influence the direction of our organization.

Zack Sullivan, IOM
EXECUTIVE DIRECTOR

Jessica Reece
ADMINISTRATIVE ASSISTANT

Call Us!
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Email Us!
GENESEO@GENESEO.ORG

Visit Us!
117 S. OAKWOOD AVE, GENESEO, IL

Follow Us!
@GENESEOCHAMBER



Get In Front of Our Audience

33%

Increase in Geneseo Chamber membership since 2019



333%

Increase in Social Media Followers since 2019

Level	Value	Descriptions
Annual Event Title Sponsorships		
Growing The Future	\$5,000 annually	Title Sponsor for all six major Geneseo Chamber Events w/ full sponsor benefits, plus Artwalk & Scarecrow Row (\$625/event)
Victorian	\$3,000 annually	Title Sponsor for three major Geneseo Chamber Events w/ full sponsor benefits, plus Artwalk OR Scarecrow Row (\$750/event)
Maple Leaf	\$2,000 annually	Title Sponsor for two major Geneseo Chamber Events w/ full sponsorship benefits (\$1,000/event)
More Available Sponsorships		
Business Connections	\$500 per event	Sponsor a Business Before Hours, Lunch & Learn, or Business After Hours Networking Event
Misc. Event Sponsorships	\$1,000 - \$50 per event	Each event has its own unique sponsorship opportunities, which range from \$1,000 to \$50 per event. Geneseo Chamber will share these opportunities prior to the events.

Invest in Geneseo

Title sponsorships for Geneseo Chamber events in Geneseo offer businesses a prominent way to connect with local residents and event attendees, demonstrating their commitment to the community. These sponsorships typically involve:

- **Exclusive Branding**: The sponsoring company's name and logo are featured prominently in all event marketing materials, including banners, posters, social media, and event programs.
- **Enhanced Visibility**: Title sponsors often receive prime placement at the event itself, such as dedicated booths or signage.
- **Community Engagement**: Sponsoring a local event allows businesses to directly interact with potential customers and build goodwill within the community.
- **Supporting Local Initiatives**: These sponsorships help fund events that enrich the quality of life in Geneseo, such as festivals, parades, and charitable fundraisers.
- **Varying Levels of Investment**: Sponsorship packages can be tailored to fit different budgets, offering various levels of benefits and exposure.

**By Advancing
Commerce &
Tourism, we
ACT in Geneseo.**



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