



# City of Peru



Adam Thorson

Director of Parks, Recreation & Special Events

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March 25, 2025

Greetings!

It's that time of year when a year's worth of planning and preparation begins to take shape and the countdown to the 2025 Taste of the Illinois Valley begins. We can't wait to share with you the great lineup of entertainment and activities planned for the week of July 31<sup>st</sup> through August 2<sup>nd</sup>.

It's also that time of year when we reach out to the community for support. An event this size needs community support to continue to grow and be able to offer quality entertainment and a family friendly atmosphere year after year. We hope your business recognizes this and will be a part of the Taste of the Illinois Valley.

**All sponsorship dollars that are collected are specifically funding the kids' zone and allowing the kids' activities during the event to remain free!** I have enclosed a list of possible sponsorships for your review. These sponsorships offer your business the opportunity to have your donation attached to a specific activity and a specific audience.

Our festival, now in its 5<sup>th</sup> year, is attended by thousands of local families and there is a growing number of out-of-area attendees. Our website and radio mentions will note your company's sponsorship, and our aggressive social media event promotion will include the sponsoring company's name. Banners or signage, where appropriate, will also be used to recognize your donation.

Finally, I hope you and your employees will join us, July 31<sup>st</sup> through August 2<sup>nd</sup>, at Centennial Park for the Taste of the Illinois Valley.

Please call Adam Thorson if you have any questions concerning the 2025 Taste of the Illinois Valley at 815-200-5058.

Sincerely,

Adam Thorson

Director of Parks, Recreation & Special Events



Become a

# **Taste** of the **Illinois Valley**

## **SUPPORTER**



### **Platinum - \$1,000.00**

- Business logo on event banner in premium location
- Business included in 2026 City calendar
- Business name mentioned in event radio ads
- 8 event t-shirts for employees



### **Gold - \$750.00**

- Business logo on banner on band stage
- Business logo on social media promotions
- 6 event t-shirts for employees



### **Silver - \$500.00**

- Business logo displayed on signage in food court
- Business logo on social media promotions
- 4 event t-shirts for employees



### **Bronze - \$250.00**

- Business logo displayed on signage in kids zone
- 2 event t-shirts for employees

***The City of Peru appreciates your support!***



Become a

**Taste** of the  
**Illinois Valley**

**SUPPORTER**



# **New ELITE Sponsor Levels!**



## **Naming Right Sponsor - \$7,500.00**

- Naming rights for entire event
- All promotion materials included
- Option to promote your business during the event
- 1 Available!!
- Platinum Level Benefits



## **Dreamwave Wrestling Sponsor - \$2,500.00**

- Presenting sponsor for Dreamwave Wrestling on Saturday, August 2
- 2 Available!!
- Platinum Level Benefits



## **Band Sponsor - \$1,500.00**

- Presenting sponsor of the band of your choice!
- Band shoutouts throughout the show
- 4 Available!!
- Gold Level Benefits

***The City of Peru appreciates your support!***

**FUN  
ZONE**

**CRAFT  
VENDORS**

CITY OF PERU  
2025  
**Taste**  
of the Illinois Valley

July 31, August 1 & 2, 2025  
Centennial Park in Peru

**FOOD  
VENDORS**

**50/50  
DRAWING**

**Free to the Public! No charge for admission, or Fun Zone!**

## ENTERTAINMENT SCHEDULE

### ABBYNORMAL - THURSDAY, JULY 31 - 6:30PM - 9:30PM



Abbynormal is a 5-piece band from north central Illinois that was formed 14 years ago. We feature award-winning vocalist Wes Schmidt, virtuoso guitarist Craig Peek, multi-instrumentalist and percussionist Kevin Cummings, and the solid rhythm section of bassist Rick Powell and drummer Sam Dixon. Abbynormal has played all over Illinois, Iowa, Indiana and Wisconsin with a mixture of classic rock, modern country, danceable pop and alternative rock music that covers a wide range of styles. Abbynormal offers a dynamic, professional and entertaining stage show, and we look forward to new adventures in 2025 and beyond!

### HILLBILLY ROCKSTARZ - FRIDAY, AUG 1 6:30PM - 9:30PM



Hillbilly Rockstarz is Chicagoland's #1 country band playing all of your favorite hits from yesterday and today. Touring since 2007, Hillbilly Rockstarz has something for every music fan in their set. From Luke Combs to Tim McGraw, Old Dominion to Whitney Houston and Guns & Roses to Carrie Underwood into Justin Timberlake, a Hillbilly show has something for everyone. Hillbilly Rockstarz's amazing talent and versatility is exactly what keeps their fans coming back for more.

### DREAMWAVE WRESTLING - SATURDAY, AUG 2, TIME: TBA



This is a NEW event added to The Taste of the Illinois Valley this year. Dreamwave Wrestling is an Illinois-based professional wrestling company. It offers families wrestling shows to attend that all can attend at any age level.

### JOE MAJORS - SATURDAY, AUG 2 6PM - 7:30PM



Joe Majors is a dynamic solo acoustic artist who brings raw emotion and energy to every performance. Blending elements of Acoustic Rock, Alt Rock, and Americana, Joe delivers a captivating setlist of hits and deep cuts spanning from the 1960s to the 2020s. Widely recognized for his powerful live performances, Joe has played to audiences around the world, earning a reputation for his soulful interpretations and skilled artistry. His sound is heavily influenced by the legendary artists of the '70s and '80s, drawing from the depth and storytelling of that era while infusing his own distinctive style. Whether performing in intimate venues or commanding festival stages, Joe Majors creates an unforgettable musical experience—one that resonates long after the last chord fades.

### PANDORA'S BOX - TRIBUTE TO AEROSMITH - SATURDAY, AUG 2 8PM - 10PM

The music of Aerosmith has all the ingredients to make any event successful & one to remember. It brings back memories with their catchy hooks & sing-a-long melodies. With 50 years of multi-platinum selling mega hits starting with vinyl album-era releases like "Dream On" (1973), "Sweet Emotion" & "Walk This Way" (1975), to MTV era-cassette tape & Cd releases of "Dude Looks Like A Lady", "Rag Doll", & "Love In An Elevator" (late 80's). The band penned a string of more chartbusters in the 90's and pinnacled with their first number 1 single ever in 1998 with "I Don't Want To Miss A Thing". You don't have to wait very long to hear one of your favorite songs at a Pandora's Box show!





## 2025 Taste of the Illinois Valley Sponsorship Form

### Company Information

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

T-SHIRT SIZES: SM \_\_\_\_\_ MED \_\_\_\_\_ LG \_\_\_\_\_ XL \_\_\_\_\_ 2XL \_\_\_\_\_ 3XL \_\_\_\_\_

(please make sure to list quantity of each size indicated above)

Need City of Peru to invoice your company? Y/N \_\_\_\_\_

### Sponsorship Level (Circle one)

PLATINUM \$1,000      GOLD \$750      SILVER \$500      BRONZE \$250

Naming Rights \$7,500      DREAMWAVE Wrestling \$2,500      Band Sponsor \$1,500

*To ensure that your sponsorship properly represents your organization, please email a high-resolution copy of your logo along with any relevant branding guidelines to [athorson@peru.il.us](mailto:athorson@peru.il.us)*