



ST. JOHN THE EVANGELIST
BE DISCIPLES. MAKE DISCIPLES.

2024 SPECIAL EVENTS



Spring Fling

May 3, 2024



July 11-14, 2024



August 2024



September 20-22, 2024



October 2024



January 27, 2024



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St. John the Evangelist Parish

St. John the Evangelist Parish (SJE) is the oldest Catholic parish in Northwest Indiana. Founded by German immigrants, SJE has grown to represent a significant portion of the town of St. John and the surrounding communities, with over 4,000 members.

SJE serves not only its parishioners and school, but it strives to serve the community as a whole through food drives, preparing and serving at soup kitchens, clothing drives, help for the homeless, the annual Christmas “Angel Tree” drive, aid to crisis pregnancy centers, disaster relief efforts, international mission trips, and much more. Visit www.stjohnparish.org for more information.

Your business’s support of SJE special events not only helps to support the parish and its many charitable causes as well as the school. Each special event offers the opportunity to demonstrate your commitment to the community and directly benefit from exposure, such as:

- Marketing directly to over 4,000 SJE parish members and school families, plus the surrounding community
- Inclusion in event advertising both before and during events, including social media posts
- Recognition as a valued community supporter

There are several events and sponsorship levels to choose from to meet your unique business needs. In turn, your company’s support will have a meaningful impact on the success of our special events. On the following pages you will find an outline of our events and the sponsorship options and benefits offered to your business.

Special Events

In order to streamline the sponsorship process for our business partners, we have consolidated all five of our main special events in one proposal. You can then review all events and choose which to support and at what level—all at one time!

Craft Beer & Wine Tasting January 27, 2024, In the SJE School Gym

For 10+ years the SJE Educational Foundation has hosted the Craft Beer & Wine Tasting—a fun night with music, friends, unlimited tastings of 20+ wines and 10+ craft beers. The purpose of the Educational Foundation is to assist the school in its commitment to provide state-of-the-art technology and fund future capital improvements. It is the school's endowment.

Spring Fling: May 3, 2024, Halls of St. George/Schorerville

Spring Fling is the school's premier event that attracts 450+ attendees from the parish, SJE School, and the local business community. The evening consists of mingling stations, beer and wine, live entertainment, dancing, silent auctions, and exciting raffles & games, with proceeds benefiting SJE School.

St. John Festival: July 11-14, 2024, at 93rd Ave. & US41

For over 100 years, the St. John Festival has brought the community together for food, family & fun. The event attracts upwards of 10,000 visitors that come to enjoy the free entertainment, food booths, carnival & games, gambling & beer tent, bingo, prizes, and more!

St. John 5K: August 10, 2024 at SJE School

The St. John 5K & 1-mile Family Fun Run/Walk supports the school and garners massive participation, attracting people from throughout the region—growing to over 350 participants last year, with higher goals to come! Proceeds benefit the school through the Educational foundation.

St. John Oktoberfest: September 20-22, 2024, at 93rd & US41

Oktoberfest celebrates the German heritage of the town of St. John and SJE by offering guests authentic German food, desserts, coffee, beer, wine, and music. A variety of children's activities are also provided so the whole family can enjoy the event. Over 5,000 people attend Oktoberfest each year.

Race for Education: October 18, 2024 at SJE School

Race for Education raises funds that enrich our students' academic experience. Over the years, the event has contributed to a variety of improvements, including Promethean boards, STEM resources, iPad learning centers, remodeled bathrooms, a new playground, and much more. All 390+ students participate, and there many advertising options for sponsors.



Sponsorship Benefits: Spring Fling

Sponsor level & benefits	Featured area exposure *see below	Listing in invitation (approx. 2,000)	Complimentary tickets	Logo in bulletin to 4,000 members	Website logo/listing	Ad or listing in program	Included in event presentations	Included in social media marketing
Premier \$5,000	✓	✓	✓ 10	✓	✓ link	✓ full	✓	✓
Eagle \$2,000			✓ 6	✓	✓ link	✓ half	✓	✓
Spirit \$1,000			✓ 4	✓	✓ logo	✓ quarter	✓	✓
Fire \$500			✓ 2	✓ listing, no logo	✓ listing	✓ listing	✓	✓

***Premier:** The Premier level allows you to select one Spring Fling feature area to maximize your exposure at the event, including extra signage in your chosen area, extra print and website recognition and more.

Available featured areas are:

- Premium Bar
- Silent Auction
- Vacation Raffle



Sponsorship Benefits: St. John Festival

Sponsor level & benefits	Listed in mailing to all St. John residents	Logo on Fest poster	Logo on screen in SJE narthex	Logo or ad on screens at Fest	Logo/listing in Fest brochure	Logo/listing in bulletin to approx. 4,000 members	Logo/listing on Fest website
Premier \$5,000	✓	✓	✓	✓	✓ Premier logo	✓ listing 3xs	✓ logo & link
Eagle \$2,000			✓	✓	✓ logo	✓ listing 3xs	✓ logo & link
Spirit \$1,000				✓	✓ logo	✓ listing 2xs	✓ listing & link
Fire \$500					✓ listing	✓ listing 2xs	✓ listing



Sponsorship Benefits: 5K

Sponsor level & benefits	Logo on medals given at finish line	Company banner at event, (4 x 6 company provides)	Logo on sponsor thank you banner at event	Logo on route marker sign	Logo in parish bulletin/ emails to approx. 4,000 parishioners	Logo in 5K social media posts	Logo/ listing on 5K T-Shirt	Logo/ listing on 5K website	Sponsor display table at event	Company Provides promo items for race bags
Finish Line (limited to 1 sponsor) \$2,000	✓	✓	✓	✓	✓	✓	✓ logo	✓ logo	✓	✓
Platinum \$1,000			✓	✓	✓	✓	✓ logo	✓ logo	✓	✓
Gold \$500					✓	✓	✓ logo	✓ logo	✓	✓
Silver \$250							✓ listing	✓ listing	✓	✓
Bronze \$100								✓ listing	✓	✓



Sponsorship Benefits: Oktoberfest

Sponsor level & benefits	Logo on 1100 official glass steins	Logo/ listing on 3,000 plastic cups	Company banner(s) at event (4 x 6 company provides)	Logo on event billboards	Logo on 5,000 5 x 7 fliers	Logo on 200 11 x 17 event posters	Logo on 450 printed menus at event	Logo on two banners displayed at event	Logo in parish bulletin emails & social media	Logo on website w/link to business site
Premier \$10,000 (limit 1 business)	✓	✓ logo	✓ 2 banners	✓	✓ logo 2xs	✓	✓	✓	✓	✓
Eagle \$4,000 (limit 3 businesses)		✓ listing	✓ banner	✓	✓ logo 2xs	✓	✓	✓	✓	✓
Spirit \$1,500					✓ logo	✓	✓	✓	✓	✓



Sponsorship Benefits: Race for Education

Sponsor level & benefits	Logo on race shirts (only 2 companies allowed)	Logo in mailing to donors (2,000+)	Logo/listing in parish bulletin to 4,000 members	Listing on donation website	Logo/listing on Race web page	Logo/listing in thank you message to families (approx. 250)
Premier \$3,000	✓	✓	✓ logo 2xs	✓	✓ link	✓ logo
Eagle \$500		✓	✓ logo 2xs	✓	✓ logo	✓ logo
Spark \$250			✓ listing 2xs	✓	✓ listing	✓ listing
Contributing \$100					✓ listing	✓ listing



Sponsorship Benefits: Craft Beer & Wine Tasting

Sponsor level & benefits	Logo in school social media posts	Logo in parish bulletin & emails to 4,000+ parishioners	Logo/listing on Beer & Wine tasting website	4 free tickets to the Beer & Wine event	Logo on scrolling marquee during the event
Platinum \$2,000	✓	✓	✓ logo	✓	✓
Gold \$1,000	✓	✓	✓ logo	✓	
Silver \$500	✓	✓	✓ listing		
Bronze \$250	✓				

Trade Partnerships

A Trade Partnership is an **in-kind donation of goods and/or services** from a business that directly impacts the implementation of an event. It can result in valuable advertising exposure, as determined by the value of the contribution. As a general rule, the sponsorship level of a Trade Partnership is determined by taking the retail value of the in-kind donation and dividing it in half to align with the cash value of a sponsorship.

A Trade Partnership:

- Offers an opportunity to showcase your products/services to potential customers
- Results in valuable advertising for your business
- Increases the overall quality and success of the events
- Provides for the needs of the events at no cost, maximizing fundraising results
- Demonstrates your company's support of SJE

In-kind donation needs vary for each event. Some examples include:

Spring Fling: Floral centerpieces, wine, desserts, vacation raffle items, printing, postage, decorations, valet service, and audio/visual service. *(Auction & prize donations are also welcome!)*

St. John Festival: Bottled water (may be company-branded), wine, audio/visual service, event rental needs, paper goods, food supplies, kids' game prizes & features, printing, and advertising.

St. John 5K: Bottled water (may be company-branded), post-race food/drinks, prizes, and printing.

Oktoberfest: bottled water (may be company-branded), event rental needs, food, printing, advertising, and featured kids' activities.

Race for Education: Refillable water bottles or bottled water (may be company-branded), printing, postage, fun prizes for the kids, and gift cards (to use as incentives and prizes).

**Contact events@stjohnparish.org for more information
or to request a Trade Partnership proposal.**

2024 Commitment Form

Contact Name _____

Company: _____

Address: _____

Phone: _____

E-mail: _____

Business Website: _____

Select your desired event(s) and sponsorship level(s) below:



- ☐ Premier \$5,000 (limit 3)
- ☐ Eagle \$2,000
- ☐ Spirit \$1,000
- ☐ Fire \$500



- ☐ Premier \$5,000
- ☐ Eagle \$2,000
- ☐ Spirit \$1,000
- ☐ Fire \$500



- ☐ Finish Line \$2,000 (limit 1)
- ☐ Platinum \$1,000
- ☐ Gold \$500
- ☐ Silver \$250
- ☐ Bronze \$100



- ☐ Platinum \$2,000
- ☐ Gold \$1,000
- ☐ Silver \$500
- ☐ Bronze \$250



- ☐ Premier \$10,000 (limit 1)
- ☐ Eagle \$4,000 (limit 3)
- ☐ Spirit \$1,500



- ☐ Premier \$3,000 (limit 2)
- ☐ Eagle \$500
- ☐ Spark \$250
- ☐ Contributing \$100

SPONSOR 2 OR MORE EVENTS AND GET 10% OFF IF PAID IN FULL BY THE FIRST SPONSORED EVENT!

(Add all selected event sponsorships together—apply your 10% discount if eligible.)

TOTAL: \$ _____

Select the method of payment:

- ☐ Payment in full via check (payable to “SJE”)
- ☐ Payment plan (set up with Events Coordinator)

Submit forms via email, fax or mail to:

Event Coordinator
St. John the Evangelist Parish
11301 W. 93rd Avenue
St. John, IN 46373