2020 CHIRP RECORD FAIR & OTHER DELIGHTS

SATURDAY, MAY 2ND, 2020

ABOUT THE EVENT
THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its EIGHTEENTH year! On Saturday, May 2, Chicago's hippest music lovers, record collectors, dealers and artists take part in this massive all-day fair featuring music, art, food and entertainment along with tables and tables of records, CDs and crafts.

WHEN Saturday, May 2, 2020
WHERE Chicago Journeymen Plumber's Union, 1340 W Washington Boulevard, Chicago, IL 60607
TIME Early Bird Admission 8 to 10AM; General Admission 10AM to 6PM
PRICE General Admission $8 Early Bird Admission $25
PARKING Free for everyone!
THE CROWD This year, CHIRP expects over 1,000 attendees!
TABLE INFORMATION Each table is 8’x2.5’ and costs $112 for the full ten-hour day. Buy two tables, get a 10% discount applied to your total table purchase. Buy three tables, get a 15% discount. Buy four and get a 20% discount.

MARKETING OPPORTUNITIES
Through digital and print media, CHIRP Radio will promote your brand, business or organization's participation in the Record Fair, targeting CHIRP fans and Record Fair attendees. Please see the attached sheet for more information, including descriptions, rates and ways to get your name in front of over 1,000 attendees!

ABOUT CHIRP
CHIRP Radio is Chicago’s source for great local, independent and underappreciated music and culture. The station is live and local every day at 107.1FM on the north side of Chicago, and worldwide at chirpradio.org, featuring dozens of passionate DJs who curate their own shows. CHIRP is a volunteer-driven, listener-supported radio station.
VENDOR INFORMATION

NAME .......................................................................................................................................................................................................

STORE/LABEL/COMPANY ................................................................................................................................................................................................

ADDRESS ................................................................................................................................................................................................

CITY/STATE/ZIP ....................................................................................................................................................................................

PHONE ........................................................................................................ EMAIL .............................................................................................................................

WEBSITE ................................................................................................................................................................................................

DISCOGS USERNAME ..........................................................................................................................................................................

ASSISTANT’S NAME (S) (MAX 4) .......................................................................................................................................................

PREFERRED METHOD OF CONTACT (check all that apply) [ ] Email [ ] Phone [ ] Mail

SELECT TABLES

[ ] One (1) 8’ Table: $112
[ ] Two (2) 8’ Tables: $200
[ ] Three (3) 8’ Tables: $284
[ ] Four (4) 8’ Tables: $356

ADD A DISPLAY AD in the Record Fair event guide—CHIRP Radio will promote your brand, business or organization in the weeks leading up to the Record Fair. Vendors receive 25% off regular rates. Packages 1-3 include a full-page display ad in the Record Fair Event Guide. See attached sheet for package details.

[ ] Package 1 $600 $400
[ ] Package 2 $400 $300
[ ] Package 3 $200 $150
[ ] Package 4 $200 $150

ADD A DISPLAY AD in the Record Fair event guide

[ ] Full Page $175 $131
[ ] 1/2-Page Vertical $100 $75
[ ] 1/2-Page Horizontal $100 $75
[ ] 1/4-Page $69 $45

PAYMENT

TOTAL (ADD ABOVE) ................................................................................................................ PAYMENT METHOD: [ ] Check/Money Order [ ] PayPal

CHECK/MONEY ORDER INSTRUCTIONS

• Return signed contract ASAP, via mail or email (scanned & sent to recordfair@chirpradio.org)
• Make check/money order payments out to CHIRP Radio
• Mail check/money order to: CHIRP Radio, 4045 N Rockwell, Chicago, IL 60618

PAYPAL INSTRUCTIONS

• Return signed contract ASAP, via mail or email (scanned & sent to recordfair@chirpradio.org)
• Login to www.paypal.com and click on “Send Money”
• Enter chicagoindieradio@gmail.com into the payment recipient email address (Please note that this email address is different from the record fair address)
• Enter your Total Amount into the payment field and ***YOU MUST ADD $10 TO YOUR TOTAL AMOUNT AS THERE IS A SERVICE FEE***
• In the message section, please include your name and email address so we know who you are

SIGNATURE ...............................................................................................................................................................................................................

DATE .............................................................................................................................................................................................................

FINE PRINT I have read and agree to abide by the terms of these guidelines and the nine terms outlined in the attached CHIRP Record Fair Dealer Contract. I agree to hold harmless CHIRP, The Chicago Journeymen Plumbers Union and all agents and employees from any liability, or claim of personal injury, property damage, or loss arising from their activities or the activities of my agents, employees, spectators, or customers of the CHIRP Record Fair. I further agree to abide by all state, local and federal laws while participating in this event and I acknowledge that I am responsible for any taxes arising from income derived from this event. I agree that CHIRP is merely proving table space. CHIRP and The Chicago Journeymen Plumbers Union will be in no way responsible for, nor a party to, dispute or controversies regarding sales and/or representations that I may make at this event. I agree that if I cancel within 15 days of the record fair, I am liable for the entire table fee.
RECORD FAIR SPONSORSHIP
As a non-commercial radio station, CHIRP chooses partners that align strongly with our audience. We are happy to share our partner’s messaging in a unique way outside the clutter of commercial radio. Sponsorships are tax deductible and can be purchased from an advertising or charitable donation budget. Discounts for long term arrangements are available, and CHIRP can customize sponsorship package to fit your needs. The content of on-air and web ads is subject to CHIRP approval.

MAY 2020 RECORD FAIR SPONSORSHIP

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<tr>
<td>Signage</td>
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<tr>
<td>E-Blast mentions</td>
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<td>Social Media mentions</td>
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<td></td>
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<td>On-Air Promos (Event)</td>
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<tr>
<td>Web Banners</td>
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<td>Stand-alone Underwriting Spots</td>
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<tr>
<td>Presenting Sponsorship</td>
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<table>
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<tr>
<th>RATE</th>
<th>$2,500</th>
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<th>$10,000</th>
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EXCLUSIVE PRESENTING SPONSORSHIP
With only one sponsorship available at this level, the Exclusive Presenting Sponsor is identified on all signage and marketing materials as:

*CHIRP Record Fair and Other Delights
Presented by COMPANY NAME/LOGO*

Additional benefits include top billing in all e-blasts, social media mentions, on air promos, tote bags, and web banners.

99% of our listeners would think more positively of a company partnered with CHIRP

65K MONTHLY STREAM LAUNCHES
12K MONTHLY SITE VISITS
27K MONTHLY PAGE VIEWS
14K FACEBOOK FOLLOWERS
12.8K TWITTER FOLLOWERS
3.5K+ INSTAGRAM FOLLOWERS
PROMO PACKAGES & RATES
Rates listed are in addition to any existing participation or table rental fees.

PACKAGE 1: GIVEAWAY + PRINT + DIGITAL
$600 + SUPPLY GIVEAWAY ITEM
- Supply a giveaway item to be included in goodie bags distributed to Record Fair attendees (Examples: samplers, stickers, buttons or coupons)
- Full page display advertisement in Record Fair Event Guide
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

PACKAGE 2: PRINT + DIGITAL $400
- Full page display advertisement in Record Fair Event Guide
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

PACKAGE 3: PRINT ONLY $200
- Full page display advertisement in Record Fair Event Guide
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

PACKAGE 4: DIGITAL ONLY $200
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

“A joyful celebration of the city’s musical community... filled to overflowing with thousands of crates of vinyl records, posters, and other musical collectors’ treasures.”

JIM DEROGATIS, SOUND OPINIONS

“Record fairs can be pretty painful... There is a major exception, however: CHIRP’s peerless annual waxoff at Plumbers Union.”

FLAVORPILL.COM
THE 2020 CHIRP RECORD FAIR & OTHER DELIGHTS

EVENT GUIDE

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its EIGHTEENTH year! On Saturday, May 2, 1,000+ of Chicago’s hippest music lovers, record collectors, dealers and artists take part in this massive all-day fair featuring music, art, food and entertainment along with tables and tables of records, CDs and crafts.

THE 2020 RECORD FAIR EVENT GUIDE is a guest’s essential Record Fair resource and includes a list of vendors, tips on buying vinyl and more. Your ad is perfectly positioned in the hands of 1,000 music-obsessed attendees converging on the West Loop neighborhood for a day of Record Fair fun. Use your advertisement to promote your business, offer a coupon or announce upcoming events. CHIRP Radio will even design an ad for you using your text and images for an additional fee.

THE CHIRP RECORD FAIR AND OTHER DELIGHTS is a fundraiser for CHIRP Radio, Chicago’s source for great independent, local, and underappreciated music and culture. Listen at 107.1FM on the north side of Chicago and worldwide at chirpradio.org or via the CHIRP Radio app for iOS and Android.

See next page for ad sizes and rates...
ADVERTISING RATES, DIMENSIONS & DEADLINES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>RATE</th>
<th>MATERIALS DEADLINE</th>
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<tr>
<td>Full-Page</td>
<td>5” x 8”</td>
<td>$175</td>
<td>APRIL 7th</td>
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<tr>
<td>Half-Page Vertical</td>
<td>2.375” x 8”</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>5” x 3.875”</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>2.375” x 3.875”</td>
<td>$60</td>
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All rates and fees are intended to help CHIRP cover the cost of printing. Submitted ads should be black and white.

Ad positioning in the Event Guide is arbitrary and at the discretion of CHIRP.

Contact [recordfair@chirpradio.org] to submit ad materials.

NEED AD DESIGN? CHIRP CAN HELP WITH THAT!

Contact the marketing department at [marketing@recordfair.org] to discuss rates and needs.