



CHIRP

107.1FM
CHIRPRADIO.ORG

2023 VENDOR CONTRACT



2023 CHIRP RECORD FAIR & OTHER DELIGHTS



SATURDAY, OCTOBER 21ST, 2023

ABOUT THE EVENT

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its NINETEENTH year! On Saturday, October 21, 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, October 21, 2023

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 \$10
Early Bird Admission \$25

PARKING Free for everyone!

THE CROWD This year, CHIRP expects over 750 attendees!

TABLE INFORMATION Each table is 8'x2.5' and costs \$100 for the full ten-hour day. Discounts apply for purchases of multiple tables.

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 750 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: ~~\$110~~ ☐ Two (2) 8' Tables: ~~\$190~~ ☐ Three (3) 8' Tables: ~~\$275~~ ☐ Four (4) 8' Tables: ~~\$350~~

ADD A PROMOTIONAL PACKAGE

CHIRP Radio will promote your brand, business or organization in the weeks leading up to the Record Fair. Vendors receive 25% off all marketing opportunities. See page 5 for package details.

☐ Package 1 ~~\$600~~ **\$400** ☐ Package 2 ~~\$400~~ **\$300** ☐ Package 3 ~~\$200~~ **\$150** ☐ Package 4 ~~\$200~~ **\$150**

PAYMENT

TOTAL (ADD ABOVE) PAYMENT METHOD: ☐ Check ☐ Credit ☐ Venmo ☐ 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

CREDIT CARD, PAYPAL, ACH, OR APPLE PAY: Enter your payment details at chirpradio.org/pay. Be sure to check the box to cover the transaction fee.

VENMO:

- Open "Pay/Request" in the Venmo app and search for "chirpradio". It will appear in the "Businesses" category.
- The following service fees must be added to your total when paying with Venmo, as purchase protection is required for businesses:
1 table: \$3; 2 tables: \$6; 3 tables: \$9; 4 tables: \$11

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 providing 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.

OCTOBER 2023 RECORD FAIR SPONSORSHIP

ASSET	7"	EP	LP	Boxed Set
Tote Bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Marketing Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
E-Blast mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media mentions	1	3	8	All
Event Table		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-Air Promos (Event)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Web Banners		1 month	2 months	6 months
Stand-alone Underwriting Spots		40	100	240
Event Passes			4 VIP passes	8 VIP passes
Special Event Invitation			2 invitations	4 invitations
Station Tour				<input checked="" type="checkbox"/>
Presenting Sponsorship				<input checked="" type="checkbox"/>
RATE	\$1,500	\$2,500	\$5,000	\$10,000

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

105K

MONTHLY STREAM
LAUNCHES

13K

MONTHLY SITE
VISITS

27K

MONTHLY PAGE
VIEWS

14K

FACEBOOK
FOLLOWERS

12.9K

TWITTER
FOLLOWERS

4.8K+

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)
- Handbill flyer made available at admission table
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Highlighted listing in Vendor Listings section of the Record Fair Festival Map, 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

- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Handbill flyer made available at admission table
- Highlighted listing in Vendor Listings section of the Record Fair Festival Map, 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

- Handbill flyer made available at admission table
- Highlighted listing in Vendor Listings section of the Record Fair Festival Map, distributed on site at the event to all attendees

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.”

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