



BUILDING A  
**BRILLIANT**  
FUTURE

**BRILLIANT COMMUNITY BUILDERS  
& EVENT SPONSORSHIPS 2025-2026**

*that shape the future of our region.*

[experiencecu.org/foundation](https://experiencecu.org/foundation)

**EXPERIENCE  
CHAMPAIGN  
URBANA  
FOUNDATION**



# BRILLIANT COMMUNITY BUILDERS

Our Brilliant Community Builders are **forward-thinking** entities that invest strategically in events, talent, and cultural initiatives that **shape the future** of the greater Champaign-Urbana area. These partners **see beyond today to invest in tomorrow**—fueling cultural vitality, economic development, and community pride through strategic giving. Select one of our partnership packages, or choose from specific programs on the following page.

## PARTNERSHIP LEVELS & RECOGNITION

### SPARK—\$5,000

Name recognition on the Experience Champaign-Urbana Foundation website and Annual Report  
Invitation to a donor appreciation event  
Invitation to Heritage Trail dedication events  
Brilliant Community Builder cling for window locations

### ILLUMINATION—\$10,000

All Spark benefits + up to 3 \$100 gift cards to participating Restaurant Week locations  
Reserved spots for 8 at Toast to Tourism  
Quarter page ad in Champaign-Urbana Area Experience Guide  
VIP tour for the Champaign County African American Heritage Trail  
Flyover Film Studio backstage tour

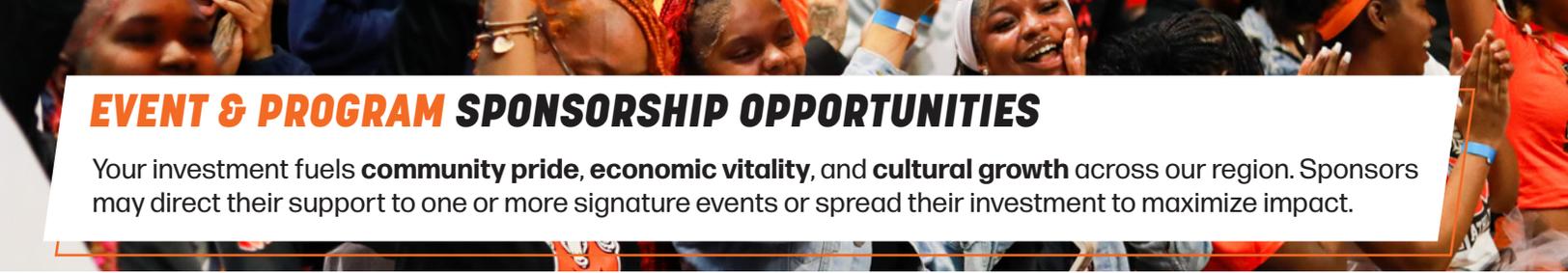
### LEGACY—\$20,000+

All Illumination benefits + up to 5 \$100 gift cards to participating Restaurant Week locations  
Reserved spots for 12 at Toast to Tourism  
Half page ad in Champaign-Urbana Area Experience Guide  
VIP tour for the Champaign County African American Heritage Trail + Lunch for 12  
Flyover Film Studio backstage tour + set visit (dependent on film permissions)  
Attendance for up to two company representatives at each New to CU Mixer per year (4 annually)

## STEWARDSHIP & DONOR ENGAGEMENT

Our stewardship strategy ensures that donors feel valued, informed, and connected to the impact of their investment.

- Annual Donor Appreciation Event—celebrating generosity and impact.
- Consistent Communications—quarterly impact updates, donor spotlights, exclusive previews.
- Recognition Platforms—website, social media, newsletters, annual reports, event signage.
- Advisory Opportunities—select donors invited to provide feedback and guidance on strategic initiatives.



## EVENT & PROGRAM SPONSORSHIP OPPORTUNITIES

Your investment fuels **community pride, economic vitality, and cultural growth** across our region. Sponsors may direct their support to one or more signature events or spread their investment to maximize impact.

### IHSA CHAMPIONSHIPS

**Legends Play Here.** No community has hosted more IHSA Championships than Champaign-Urbana, including Boys Basketball, Individual Wrestling, and Baseball. Our facilities and our brilliant atmosphere are unmatched. Student-athletes want to conclude their seasons where Big Ten athletes play. Be a part of giving them that unbeatable memory.

- Team Player—\$5,000**
- Play Maker—\$10,000**
- Game Changer—\$20,000**

### CHAMPAIGN-URBANA AREA RESTAURANT WEEK

This community-wide event promotes our many local eateries across nine food-filled days. Occurring annually from the last Friday of January through the first Saturday of February, over 50 locally-owned restaurants share their culinary story to thousands of residents and visitors ready to satiate their cravings.

- Appetizer—\$500**
- Entrée—\$1,500**
- Chef's Table—\$5,000**  
*(one available)—Includes naming rights*

### TOAST TO TOURISM

During this annual event, we celebrate our community by hearing from those people impacted by ECU efforts. We honor local tourism ambassadors whose efforts have paved the way for tourism to the greater Champaign-Urbana area or enhanced the visitor experience with our Brilliant Spirit Awards.

- Day Tripper—\$500**
- Weekend Warrior—\$1,500**
- Long Hauler—\$3,000**  
*(five available)*
- Frequent Flyer—\$6,000**  
*(one available) Includes naming rights*

### FILM CHAMPAIGN-URBANA

Our film office, established in 2015, positions our region as a premier Midwest filming destination—showcasing local talent, locations, and creative energy. Sponsorships help fund marketing and promotion to attract film projects, host location tours for scouts, provide crew and ambassador apparel for viral marketing while on other sets, and cover permitting and operational support that make production seamless. Your investment strengthens a growing creative economy, drives local spending in hotels, restaurants, and services, and builds community pride by spotlighting the Champaign-Urbana area as a dynamic place to live, work, and create.

- Crew Member—\$1,000**
- Producer—\$2,500**
- Director—\$5,000**
- Executive Producer—\$10,000**

### CHAMPAIGN COUNTY AFRICAN AMERICAN HERITAGE TRAIL

This collaborative, community initiative celebrates the people, places, and events that have shaped our area's rich African American history. Sponsorships help build capacity for educational programming, guided tours, marketing, site maintenance and community events that bring these stories to life. Your investment preserves heritage, fosters learning, and strengthens a lasting cultural and economic impact across the greater Champaign-Urbana area.

- Pioneer Patron—\$1,000**
- Legacy Leader—\$2,500**
- Heritage Ally—\$5,000**
- Trail Champion—\$10,000**

Contact us for details on sponsor benefits for each event/program and level.

All sponsorships can be customized to meet your goals in connecting with the community.

## SHAPING THE FUTURE OF THE COMMUNITY

Whether you're a part of the Visionary Circle Donor Program, an Event or Program sponsor, or a combination, your partnership with the Experience Champaign-Urbana Foundation isn't just an investment—it's **an invitation to help shape the future of our region.**

Your support fuels the cultural vitality, economic vibrancy, and community pride that makes Champaign-Urbana and its surrounding communities shine. From elevating signature events and strengthening our creative economy to expanding the Champaign County African American Heritage Trail and enhancing visitor experiences, your partnership **turns possibility into progress.**

Together, we can continue building a destination where stories are celebrated, opportunities grow, and **everyone feels welcome to explore, create, and belong.**



## GET STARTED

Contact us to talk about your goals for strengthening the economic vitality of our region so we can create the partnership package that's right for you.

### READY TO PARTNER WITH EXPERIENCE CHAMPAIGN-URBANA?

Complete our online commitment form and we will connect with you to get started on your preferred package.



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