

Connect

"Promoting Community Togetherness"



ABOUT THE EVENT

Quad Communities Development Corporation is proud to present the 1st Annual Connect 4 Event; Promoting Community Togetherness. This two day event will celebrate the great strides taking place in the greater Bronzeville neighborhoods, specifically, North Kenwood, Oakland, Douglas and Grand Boulevard. On Friday, September 25th, we are hosting a VIP reception, followed by a Saturday open house. Our two day event is designed to celebrate and thank the contributors of the community while reintroducing the surrounding neighborhoods and broader Chicagoland area to our retail corridor.

Our mission is to create a visual event that highlights and documents the important contributors and contributions, achievements and achievers of the four components that make a successful community; business, political will, community, and beautification.

We have named the event Connect 4, connecting the four neighborhoods; North Kenwood, Oakland, Douglas and Grand Boulevard. The vehicle for documentation will be visual art and knowledgeable presenters speaking on the four important components for a successful community. This event is also a catalyst to relaunch CG43, the Cottage Grove Retail Association under its new name, United Bronzeville Businesses. This group of entrepreneurs is located in the four communities and works collectively to ensure the success of one another, the corridor and the community.

Friday Invitees

- ✓ Non profit community development agencies
- ✓ Funding partners – both current and potential
- ✓ Community development partners – current and potential
- ✓ Community Stakeholders
- ✓ Public Officials
- ✓ Business Owners (current and potential)

Saturday Invitees

- ✓ Surrounding community members including Hyde Park South Loop
- ✓ Quad Communities members: Kenwood, Oakland, Douglas and Grand Boulevard
- ✓ Business Owners
- ✓ Potential residents

EVENT DETAILS

Date: Media Reception, September 25th 4pm – 6pm
VIP Reception September 25th 6pm – 9pm
Open House September 26th 12pm – 5pm (including guest speakers, presentations and more)

Mission: To promote community togetherness through a visual exhibition showcase of the positive change in the greater Bronzeville communities.

Venue: The Gabriela 4315 South Cottage Grove, Chicago, IL

Key Contact Information:

Yvette Kelly QCDC, Special Event Coordinator (773) 268-7232 or ykelly@qcdc.org

Keeana Barber WDB, Marketing Coordinator (773) 512-5614 or keeana@wdbmarketing.com

Quad Communities Development Corporation



Quad Communities
Development Corporation

4659 S. Cottage Grove Avenue Chicago, IL 60653 Connect4.qcdc@gmail.com



EVENT COLLABORATORS

QCDC

About: The Quad Communities is well-situated within the Chicago Metropolitan area, only five miles south and less than ten minutes away from the Central Business District and downtown Chicago. Comprised of four contiguous, lakefront communities – North Kenwood, Oakland, Douglas, and Grand Boulevard - it is nestled in between two of the country's top research and technical institutions, University of Chicago and Illinois Institute of Technology (IIT). It is within walking distance of the world's largest convention center, McCormick Place, and is home to Washington Park, the proposed U.S. site for the 2016 Olympic Games. A combination of the Chicago Housing Authority Plan for Transformation programs, private market activity and sustained resident and political leadership has singled out the Quad Communities as one of the most attractive and desirable communities to live in within the City of Chicago. The Quad Communities is bounded by Lake Shore Drive on the East, King Drive on the West, 35th Street on the North, and 51st Street on the South.

The Quad Communities is 1.7 sq. miles in land area with a population of 23,850. However, QCDC programming extends throughout the greater Bronzeville Community, which has a residential population of approximately 78,000 individuals. There are 4 hospitals and approximately 110 medical offices and clinics that treat more than 760,000 patients annually, as well as two major universities whose staff and students make up over 22,000 members of the daytime community .

Through the project work that QCDC is managing in partnership with these organizations, QCDC reaches over 5,000 residents and stakeholders annually.

Mission statement: QCDC's mission is to convene residents, organizations, businesses, and institutions within the Quad Communities to plan, guide, support, and monitor human infrastructure and community development activities that will create a sustainable, healthy, mixed-income neighborhood.

For more information about QCDC please visit: www.qcdc.org

UNITED BRONZEVILLE BUSINESSES

Vision Statement: Bronzeville businesses will be viewed as desirable shopping and entertainment destination by residents, tourists and the broader Chicagoland area.

The mission of the United Bronzeville Businesses is to facilitate and support the development and sustainability of quality businesses in the Bronzeville area. Efforts will focus on strengthening the corridor appearance, cooperative marketing and event planning, and other efforts designed to strengthen the business community as a whole.



CHARTER MEMBERS INCLUDE:



Agriculture is an upscale men's fashion store that specializes in distinguished brand collections and custom tailored clothing.



Aint She Sweet Cafe' is a gourmet soups and salads café.



Bronzeville Coffee and Tea is a gourmet coffee and dessert café as well as an intimate meeting space for business professionals.



Faie' African Art showcases outstanding pieces from the Western, Eastern, Central, and Southern Regions of Africa.



Fort Smith is an upscale women's boutique that specializes in unique women's fashion and custom made jewelry pieces.



My Secret Place is a semi-private retreat that provides skin care and body treatments to create the total body experience.



Sensual Steps Shoe Salon is an fashionable shop for shoes and accessories as well as a facility for special event hosting.



Zaleski & Horvath is a MarketCafe that is a destination for food lovers. They feature a selective product range from local farmers to international specialties.





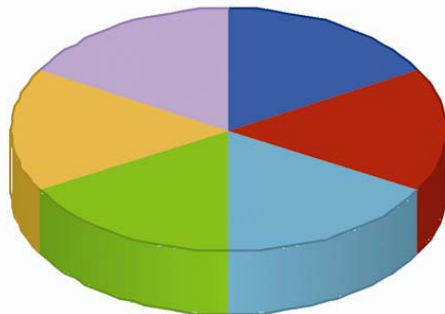
MARKET REACH

We are planning an extensive marketing campaign to include the following:

Receive Exposure via...	# of Impressions*
5,000 promotional postcards	3,000
2,500 promotional door hangers	5,000
100 posters	5,000
Media coverage (pre and post event)	10,000+
Email marketing blast (combined)	30,000

* Impression rates based on average number of views

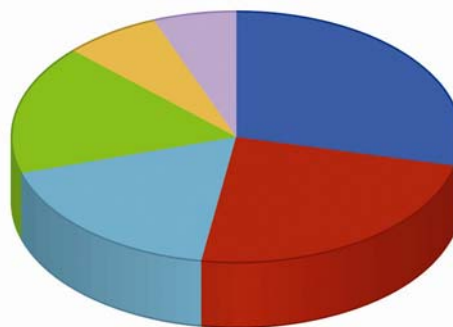
2008 Household Income



- \$0 - \$19,999
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 +

Data for 60615 and 60653 Zip Codes

2008 Household Disposable Income



- \$0 - \$19,999
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 +

Data for 60615 and 60653 Zip Codes





PARTNERSHIP OPPORTUNITIES

We have the following partnership opportunities available:

DIAMOND PARTNERSHIP: \$1,000 monetary donation or \$1500 in-kind donations

- Mention as premier sponsor during event and on all PR materials
- Advertisement of logo on promotional takeaway item (to be distributed during event)
- Logo placement on 5,000 event fliers
- Logo placement on 2,500 door hangers (distributed community-wide)
- Logo placement on event posters (100 printed)
- Logo placement on presenting website (www.qcdc.org)
- Premium web ad, logo placement and link on website (<http://connect4qcdc.webs.com/>)
- Recognition in all PR materials
- Name recognition in event program
- Recognition and special invite to VIP Reception

GOLD PARTNERSHIP: \$750 monetary donation or \$1000 in-kind donations

- Logo placement on 5,000 event fliers
- Logo placement on 2,500 door hangers (distributed community-wide)
- Logo placement on event posters (100 printed)
- Logo placement on presenting website (www.qcdc.org)
- Logo placement, contact info and link on website (www.connect4qcdc.webs.com/)
- Recognition in all PR materials
- Name recognition in event program
- Recognition and special invite to VIP Reception

SILVER PARTNERSHIP: \$500 monetary donation or \$750 in-kind donations

- Logo placement on fliers 5,000 promotional fliers
- Logo placement on event posters (100 printed)
- Logo placement on presenting website (www.qcdc.org)
- Logo placement on website (www.connect4qcdc.webs.com/)
- Recognition in all PR materials
- Recognition and special invite to VIP Reception

BRONZE PARTNERSHIP: \$250 monetary donation or \$500 in-kind donations

- Logo placement on event posters (100 printed)
- Logo placement on e-blast flier
- Logo placement on website (www.connect4qcdc.webs.com/)
- Recognition in all PR materials
- Recognition and special invite to VIP Reception

FRIEND OF THE CORRIDOR: **Less than** \$250 monetary donation or \$500 in-kind donations

- Logo placement on website (www.connect4qcdc.webs.com/)





LETTER OF COMMITMENT

Business Name: _____

Point of Contact: _____

Position: _____ Phone: _____

Email _____ Web: _____

Address _____

I would like to contribute in the following way:

\$250 \$500 \$750 \$1000 Other \$ _____

Please make checks payable to QCDC. Your contribution is tax deductible.*

I hereby agree to the above stated terms and agreement.

I and agree to the above stated agreement in return for sponsorship benefits. In accordance with this agreement I allow QCDC to utilize my company name and logo in affiliation with this event.

_____ (please initial)

This Agreement shall be governed by the laws of the State of Illinois.

I hereby agree to the above stated terms and agreement.

Name _____

Company & Title _____

Signature _____

Today's Date: _____ Date of commitment: _____

***All contributions are tax deductible to the extent allowable by IRS regulations.**

