



# 2020 ANNUAL APPEAL

## Sponsorship & Advertising

*"Creating Community"*



630.231.9474 | [we-goparks.org](http://we-goparks.org) | 201 W. National St. West Chicago, IL 60185

# 2020 ANNUAL APPEAL

As you plan for this new year, the West Chicago Park District would like to invite you to take advantage of unique advertising opportunities to promote your business within the community. The Annual Appeal is a consolidated effort of sponsorship procurement for the year.

For your convenience, the Park District has listed all sponsorship opportunities available throughout the year and will only seek out your support once. By becoming a presenting sponsor you will increase the visibility of your business, generate brand awareness, and gain the many benefits outlined in the enclosed sponsorship package.

With your help, the Park District will be able to provide affordable programs and events that create a positive impact in the community.

## ***Our Mission***

The mission of the West Chicago Park District is to create an enhanced quality of life through effecting programs, progressive facilities and preservation of parks and natural resources in a fiscally responsible manner.

## ***Our Identity and Values***

We are West Chicago Park District. Innovative, dedicated, focused. Creating Community, achieving better results, impacting lives. Ever evolving, moving forward. ***Here We-Go!***

## ***Our Parks and Facilities***

The West Chicago Park District maintains over 400 acres including:

- ARC Community Center
  - Fitness Center
  - The Treehouse-Multi-story Indoor Playground
  - Preschool Site
- Parks & Trails
  - Outdoor Entertainment Venue
  - Nature Sanctuary
  - Pavilions & Picnic Areas
  - Specialty Playgrounds
  - Skate Park
  - Splash Pads
  - Dog Parks
  - Disc Golf Course
  - Multiple Sports Fields
- Turtle Splash Water Park
- ZONE 250 Sports Performance Training Facility
  - Indoor Multi-Purpose Athletic Courts
  - Batting Cages

***The ever-evolving District is always growing!***

## ***Opportunities offered in the Annual Appeal***

### ***Sponsorships***

- Premium Inclusive Sponsors
- Individual Event Sponsors
- Sports Team Sponsors

### ***Advertising Opportunities***

- Print & Digital
- Bilingual Format Available
- Interchangeable Messaging

### ***Community Reach***

- 15,250 Program guides printed quarterly
- 2,500+ Facebook followers
- 12,000 Facebook average monthly post reach
- 23,000 Average website views per month
- 6,500 Participants for qualifying special events
- Thousands of weekly visitors in ARC Center
- 2,500 Fitness Members and counting
- Logo exposure to thousands of residents and non-residents at athletic fields
- Logo exposure to surrounding towns during tournaments
- Plaque recognition to be displayed in your business for sponsorship

***& So Much More!***

### ***For additional information:***

Contact Marketing & Communications Manager  
Lily Medina at [lmedina@we-goparks.org](mailto:lmedina@we-goparks.org)  
or 630.231.9474 ext. 138  
Or visit: [we-goparks.org/sponsorship-opportunities](http://we-goparks.org/sponsorship-opportunities)

# INCLUSIVE SPONSORSHIP PACKAGES

Select the option that best fits your budget and advertising needs.

## Gold \$2,500

Highest sponsorship level with premium benefits and exposure

## Silver \$1,000

Intermediate sponsorship level with moderate benefits and exposure

## Bronze \$500

Essential sponsorship level with basic benefits and exposure.

Sponsor Benefits	Gold	Silver	Bronze
ARC Center TV monitor advertisement	12 months (\$1,200 value)	4 months (\$400 value)	---
Advertisement in program brochure (distribution 14,500)	1/4 page ad in 4 seasons (\$600 value)	Business card ad in 4 seasons (\$400 value)	Business card ad in 2 seasons (\$200 value)
Season Passes to Turtle Splash Water Park	5 passes (\$250 value)	4 passes (\$200 value)	2 passes (\$100 value)
Logo and link to your business on we-goparks.org	★	★	★
Digital advertisement on fitness equipment monitors	★	★	---
Admission tickets to qualifying events	8 tickets to 2 events	4 tickets to 2 events	4 tickets to 1 event
Promotional opportunities in goody bags at qualifying events	★	---	---
Logo on qualifying event flyers	★	★	---
Banner display during qualifying events	★	★	---
Thank you acknowledgment by MC at qualifying events*	★	★	★

Qualifying Events	Boo Bash	Community Theatre	Summer At The Shell-June	Summer At The Shell-July	Summer At The Shell-August
Event Description	Annual Halloween event	Annual musical performances	Summer kickoff event and kids entertainment	Midsummer event and kids entertainment	Summer wrap-up event and kids entertainment
Attendance*	500	3,500	100-500+	100-300+	100-200+
<b>GOLD</b>	★	★	★	★	★
<b>SILVER</b>	★	★	---	---	---
<b>BRONZE</b>	★	---	---	---	---

\*Attendance numbers are based on average of turnout from previous years and are subject to change.

**See following page for individual sponsorship opportunities.**



# INDIVIDUAL EVENT SPONSORSHIP

Individual event sponsorship opportunities offer low-cost/great-value options to best fit your budget and advertising needs. These a la carte choices provide ample exposure to a singular event and target market. Please note, if you are interested in the inclusive sponsorship options, these events are already included in your sponsorship package.

**Individual Event Sponsorships are \$250 each.**



## Boo Bash

Attendance - 500\*

Boo Bash is the biggest Halloween celebration held in the community bringing hundreds of families to the ARC Center.



## Community Theatre

Attendance - 3,500\*

The West Chicago Community Theatre presents three annual musical performances bringing thousands of spectators.



## Active Adults Programs

Attendance - 30 avg per event\*

Active adult programs include anything from education classes, trips and social gatherings.

# SUMMER AT THE SHELL

(Select all three for \$600)



## June

Attendance: 100-500+\*

- Hello Summer - large summer kickoff event (500+)
- Two Fun Friday kids entertainment (100+ each)



## July

Attendance: 100-300+\*

- Rhythm, Brews & BBQ - large mid-summer event (300+)
- Three Fun Friday kids entertainment (100+ each)
- Movie in the Park (100+)



## August

Attendance: 100-200+\*

- Art & Taco Fest - large summer wrap-up event (200+)
- One Fun Friday kids entertainment (100+)

## Benefits for these events include:

- Link to your business on we-goparks.org
- Logo on banner displayed during the month
- Thank you acknowledgement by MC
- 2 admissions to ticketed events

*"Buck Services is very grateful for the positive exposure we receive from the West Chicago Park District with each and every one of our sponsorships throughout the year.*

*Lily and her team make sure our print ads are noticed and shared with the community they/we serve"*

*-Joe B.*

\*Event names and attendance numbers are based previous years and average attendance and are subject to change.

West Chicago Park District | Annual Appeal | Individual Sponsorship Opportunities

# SPORTS TEAM SPONSOR

Sponsoring a sports teams is a great way to get exposure for your business and support the youth in the community. Sponsorships are awarded on a first-come first-serve basis. View the available leagues and teams to sponsors below. Fill out the sponsorship form in the back of this packet to complete your submission.

**Sports Team sponsorships are \$250 each.**

## Baseball Leagues

### Teams Available

Co-Ed T-Ball (4 - 6 yrs old)

Pinto (1st - 2nd grade)



### Benefits for these events include:

- Link to your business on we-goparks.org
- Team jersey or sponsor banner display
- Team photo and logo sponsor plaque
- Banner exposure to thousands of residents and non-residents in athletic fields
- Logo exposure to surrounding towns during games & tournaments

*"Gateway Dental Centre, P.C. has been sponsoring a park district team for the last five years. Team sponsorship allows Gateway Dental an opportunity to repay the community it serves. It also gets the Gateway Dental name out in the community which results in very positive PR for our business."*

*- Dena S.*

## In-Kind Donations

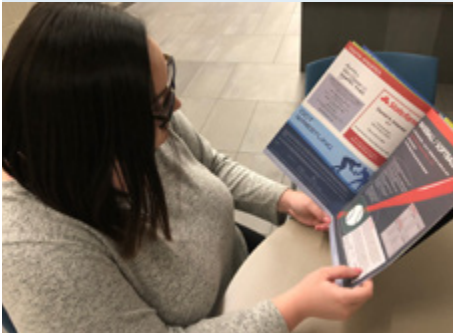
Throughout the year the West Chicago Park District has unique sponsorship opportunities that require in-kind donations designed to enhance events. For example, raffles items, auctions, giveaways or event refreshments and meals for volunteer staff. In exchange, the District offers exposure or advertising opportunities which can be customized to best fit the needs of your business. Please contact our Marketing & Communications Manager, Lily Medina at lmedina@we-goparks.org or 630.231.9474.

## Volunteering Opportunities

Can't commit to a financial donation? Consider donating your time instead! A great team building opportunity for small businesses looking to make a difference in the community. Throughout the year, the West Chicago Park District offers a great variety of events that wouldn't be possible without the help of volunteers. Your company will receive recognition on social media platforms and an acknowledgement during the event. If you are interested in learning more, please contact Recreation Supervisor, Mary Lester at mlester@we-goparks.org or 630.231.9474.

# ADVERTISING OPPORTUNITIES

Get your company's name out there! If you have a business with a small advertising budget, then this is the perfect advertising opportunity to market to the entire community at a very affordable price. Reach over 13,000 households when you place an ad in the West Chicago Park District's Program Guide, reach the thousands of people that visit the ARC Center weekly by advertising in the Community Center monitors, or place your ad in our fitness monitors that capture the attention of over 2,500 members.



## Program Guide Print Advertising

Distribution of 14,500 quarterly

Advertising in the Program Guide provides a minimum cost/great value opportunity for business to get in the homes of West Chicago residents.

Guides are printed four times per year and have a shelf-life staying power of more than 3 months as heads of household hold on to them as a reference for the entire season for upcoming programs and events.

Placing an ad in the program guide is one of the most affordable forms of print advertisement available.

Not only does it reach the readers with your business message, it also shows a commitment to helping the community. Ads include full color printing for no additional fee.

Full Page Ad Cost: \$500  
Dimensions (w-8.5 "x h-10.625")

Half Page Ad Cost: \$250  
Dimensions (w-5.25 "x h-6")

Quarter Page Ad Cost: \$150  
Dimensions (w-3.78" x h-4.5")

Business Card Ad Cost: \$100  
Dimensions (w-3.78" x h-2.25")

*Advertise in all four brochures and enjoy 10% off your total investment.*



## Community Center Monitors

Thousands of visitors per week

The ARC Center has two large screen monitors located in specific target areas within the lobby. Customers look at this monitors daily for updates on classes, room locations and event information.

Advertising on the community center monitors provides you the opportunity to highlight your business or specific promotion by showing your ad in a digital manner in a prime location with multiple impressions per hour.

Slides are updated on a monthly basis. Design must be provided, if not, the marketing department will assist with creating a ad that fits the specifications. If you are providing the artwork, dimensions are (w-870 px by h-540px) and the file must be submitted as a high resolution JPEG image. Artwork, forms and payment must be submitted by the 15th of the month prior to desired start date of advertisement. Make sure to specify the ad run month in the form.

1 month of advertising Cost: \$50  
1 year of advertising Cost: \$500

*Advertise for a year and enjoy 17% off your total advertisement.*



## Fitness Equipment Monitors

Over 2,500 fitness members

The Fitness Center has a wide variety of equipment that gets used daily by many fitness members. Advertising in the fitness equipment monitors is the perfect way to have a direct impression on customers.

Many businesses have used this method to advertise job opportunities or special sales and events. Fitness machines have an individual monitor that changes ads every 10 seconds. This guarantees that if your ad was not seen on the machine the member is on, they will be able to catch it on the equipment next to them.

Implementing a QR code or call to action in the ad can provide a direct link back to your business.

Monitor slides are changed on a seasonal basis, advertisement, forms and payment must be submitted at least one month prior to desired month of display.

4 month season Cost: \$400  
Full year advertisement Cost: \$1,200

*Advertise for a full year and enjoy 17% off your total investment while changing your message seasonally.*

Please review the terms and conditions listed on the back of the sponsorship and advertisement form. All advertisements must be in good taste and are subject to approval by the West Chicago Park District. Design assistance and the option to have your ad in a bilingual format (English/Spanish) are available. Contact the Marketing & Communications Manager for additional information.



# SPONSORSHIP & ADVERTISING AGREEMENT

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

## SPONSORSHIP PACKAGES

### Inclusive Sponsor Packages

(select one; note these levels may include event sponsorship)

☐ Gold Level - \$2,500

☐ Silver Level - \$1,000

☐ Bronze Level - \$500

### Individual Event Sponsorship \$250 each

(select all that apply)

☐ Boo Bash

☐ Community Theatre

☐ Active Adult Programs

☐ Summer at The Shell - June

☐ Summer at The Shell - July

☐ Summer at The Shell - August

☐ All Summer at The Shell Events for \$600

### Sports Team Sponsorship \$250 each

☐ Co-Ed T-Ball

☐ Pinto Baseball

## VOLUNTEER OPPORTUNITIES

(select all that apply)

☐ Daddy-Daughter Date Night

☐ Mother-Son Date Night

☐ Boo Bash

☐ Easter Egg-Stravaganza

☐ Santa's Workshop

☐ Summer Festivals

☐ North Pole Adventure

## ADVERTISING PACKAGES

### Program Guide Print Advertisement

(Part A - select one)

☐ Back Cover - \$800 (N/A)

☐ Full Page - \$500

☐ Half Page - \$250

☐ Quarter Page - \$150

☐ Business Card - \$100

### Season Deadlines For Submittal & Print

(Part B - select all that apply, select all four and receive 10% off)

☐ Summer February 1st

☐ Fall May 1st

☐ Winter September 1st

☐ Spring December 1st

### Community Center Monitor Digital Advertisement

☐ Monthly Option - \$50 per month

Specify desired month for advertisement

☐ Yearly Advertisement - \$500

### Fitness Equipment Monitor Digital Advertisement

☐ Seasonal Option (4 month) - \$400 per season

Specify desired season for ad

☐ Yearly Advertisement - \$1,000

### Payment Information

Online - Submit agreement to lmedina@we-goparks.org. The West Chicago Park District will e-mail you an activity sales receipt shortly after the agreement has been received. An account will be created for your company to make your payment online.

By Mail - Complete this form and mail to the address indicated (see reverse), checks should be made payable to the West Chicago Park District.

I agree to the benefits, terms, conditions and instructions of the sponsorship and/or advertising opportunities for the selected categories indicated above for a total of

\$ \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for your support. You will soon receive a thank you letter along with a receipt of your donation.**

# TERMS, CONDITIONS & INSTRUCTIONS

Sponsorships are honored on a first-come, first-serve basis. Opportunities are available to any business or organization that would like to have exposure within the District and must follow the policy as stated below.

## **Conflict of interest**

The District reserves the right, at its discretion, to refuse any sponsorship or advertising from a business or organization.

## **Indemnification**

The sponsor shall indemnify and hold harmless the District and its park commissioners officers, officials, employees, volunteers and agents from and against all claims, damages, losses, and expenses arising from or in any way connected with any act, omission, wrongful act or negligence of Partner or any persons connected with the sponsor. The sponsor will similarly protect, indemnify and hold harmless the District against and from all loss, expense, or damage to the District arising out of the negligence, willful misconduct or breach of this Agreement by the sponsor, its agents, or employees.

## **Governance**

This agreement shall be governed by, and construed in accordance with the laws of the State of Illinois.

## **Logos and Print Ad Files**

Submit your logo or files to [Imedina@we-goparks.org](mailto:Imedina@we-goparks.org).

Logo files will be accepted as high resolution vector art in one of the following formats EPS, ai, or PDF.

Print ads will be accepted in full color as PDF with the fonts outlined or as JPEG. Ads must be at least 300 dpi.

Hard copy ads or ads saved as doc, xls, ppt, or pub will not be accepted.

TV ads will be accepted as a JPEG with dimensions of 870 x 540 pixels.

If an ad or logo is sent in an unusable format, there will be a one-time charge of \$50 to reformat. Approval by sponsor, or corrected artwork should be submitted prior to the deadline.

All ads are subject to final Park District approval.

## **Banners**

Banners provided in the main sponsorship packages conform to the design of the piece to best accommodate information and all sponsors logos. Sizes vary depending on event and location. Sports banners are made of mesh material and are 2.5' x 6' (horizontal) in size, they are mounted against the backstop of the playing fields for maximum exposure.

## **Cancellation and Rescheduling by the District**

The District holds the right to cancel or reschedule an event or publication at its discretion.

## **Payment & Agreement**

Unless otherwise agreed upon in writing by the District, all sponsorship or advertising payments must be received at the time of commitment along with sponsorship and advertising agreement. The Sponsorship and Advertising Agreement in this packet must be filled out completely and submitted along with signature and payment to the West Chicago Park District, Attn. Annual Appeal, 201 W. National Street, West Chicago, IL 60185. A pre-stamped addressed envelope is enclosed for your convenience.

## **For Additional Information**

Marketing & Communications Manager

Lily Medina

[Imedina@we-goparks.org](mailto:Imedina@we-goparks.org)

630.231.9474 ext. 138

### **See what others are saying about their partnership with us**

*"Working with Lily at the ARC Center has been a great asset. She is extremely responsive to our needs and is willing to suggest ideas that help maximize our brand. She has a great sense of urgency and professionalism!"*

*-Juan C. JelSert*