

2026

COMMUNITY SPONSORSHIP OPPORTUNITIES



REACH FAMILIES. SUPPORT WELLNESS.
CELEBRATE WEST CHICAGO.

630.231.9474 | we-goparks.org
201 W. National St., West Chicago, IL 60185

COMMUNITY SPONSORSHIP OPPORTUNITIES

Explore ways to support the programs and places that bring West Chicago together.

This guide highlights opportunities to support the programs residents rely on while placing your business in front of West Chicago families, active adults, and community members throughout the year. From youth sports and community events to wellness programs, each opportunity offers meaningful visibility within a trusted community setting.

Support from sponsors and advertisers helps keep programs affordable, strengthens youth development, engages active adults, and ensures access to recreation for families across our community while connecting local businesses with the people they serve.

We invite you to explore the following pages to learn more and discover opportunities that align with your goals.

Our Mission

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

Our Identity and Values

We are the 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 Center
- Fitness Center
- TreeTop Escape (Indoor Playground)
- Keppler Learning Center (Preschool Program)
- Parks & Trails
- The Shell (Outdoor Entertainment Venue)
- Pavilions & Picnic Areas
- Specialty Playgrounds
- Skate Park
- 2 Splash Pads
- 2 Dog Parks
- Disc Golf Course
- Foot Golf Course
- Multiple Sports Fields
- Turtle Splash Water Park
- ZONE250 (Sports Performance Training Facility)

The ever-evolving District is always growing!

Connecting Your Business with the Community

- 6,000 followers across Facebook & Instagram
- 170K+ monthly social media exposures
- 245K+ annual website exposures
- 6,500+ participants for qualifying special events
- 1,300+ active fitness members
- Thousands of weekly visitors at the ARC Center
- Logo exposure to thousands of residents and non-residents at athletic fields
- Logo exposure to surrounding towns during tournaments

“Republic Bank of Chicago is proud to partner with the West Chicago Park District, and we support their mission of favorably impacting the lives of those who live in our communities. When two organizations are so aligned in purpose, it only makes sense to work together to achieve our shared goals—moving forward together and serving others.”

- Omar E.

For additional information:

Contact Samantha Williams, Marketing & Communications Manager at swilliams@we-goparks.org or 630.231.9474

Visit: we-goparks.org/sponsorship-opportunities

INCLUSIVE SPONSORSHIP PACKAGES

Gold \$3,000

Highest sponsorship level with premium benefits and exposure.

Silver \$2,000

Intermediate sponsorship level with moderate benefits and exposure.

Bronze \$1,000

Essential sponsorship level with basic benefits and exposure.

Sponsor Benefits	Gold	Silver	Bronze
Daily passes to Turtle Splash Water Park or Fitness Center	5 passes	4 passes	2 passes
Logo and link to your business on we-goparks.org	☑	☑	☑
ARC Center TV monitor advertisement	12 months (\$500 value)	6 months (\$300 value)	—
Admission tickets to qualifying events <input type="checkbox"/>	8 tickets to 2 events	4 tickets to 2 events	4 tickets to 1 events
Promotional opportunities in goody bags at qualifying events	6 Large-Scale Events*	3 Large-Scale Events*	1 Large-Scale Event*
Logo on qualifying event flyers and on-site event signage	6 Large-Scale Events*	3 Large-Scale Events*	1 Large-Scale Event*
Thank you acknowledgment at qualifying events	6 Large-Scale Events*	3 Large-Scale Events*	1 Large-Scale Event*
Digital advertisement on fitness equipment monitors	☑	☑	—

*See the following page for large-scale events and individual sponsorship opportunities.

City of West Chicago + West Chicago Park District

One Community. Shared Impact.



INDIVIDUAL EVENT SPONSOR

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.

Individual Large-Scale Event Sponsorships are \$325 each.

LARGE-SCALE EVENTS



Flashlight Egg Hunt

Date: March 27, 2026
Location: Reed-Keppler Park
Attendance: 300+

An all ages, egg-citing night time egg hunt, and a visit with the Bunny.



Hello Summer Fest

Date: June 13, 2026
Location: Reed-Keppler Park
Attendance: 500+

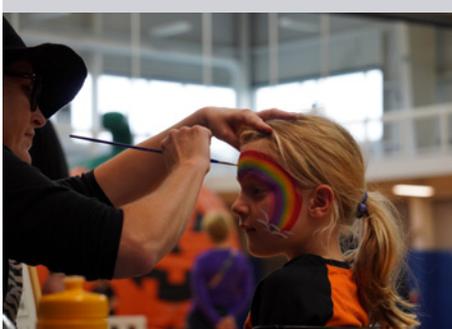
Families welcome the summer with free family fun and entertainment.



Taco & Art Fest

Date: July 25, 2026
Location: The Shell
Attendance: 1,500+

One of the most popular events of the year, featuring food, music, and art.



Boo Bash

Date: October 9, 2026
Location: ARC Center
Attendance: 500+

The biggest Halloween celebration held in the community.



Spooky Trail

Dates: October 22-24, 2026
Location: The Core
Attendance: 600+

This 0.33 mile haunted trail is a community staple.



North Pole Adventure

Dates: December 12-13, 2026
Location: Metra Train Station
Attendance: 500+

Sell out event for families to ride the train with Santa & have holiday fun.

Benefits include:

- Logo featured on all event marketing materials
- Verbal thank-you acknowledgment during the event
- Recognition on social media channels
- Two (2) admissions to ticketed events (restrictions apply)
- Opportunity to host a booth at the event (pending approval)

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

INDIVIDUAL EVENT SPONSOR cont.

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.

Individual Mid-Scale Event Sponsorships are \$250 each.

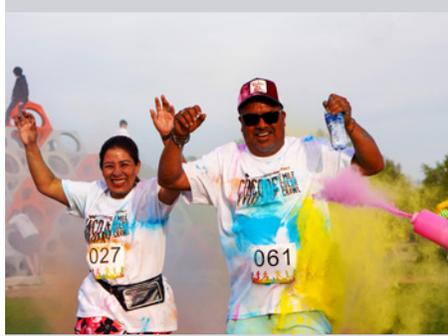
MID-SCALE EVENTS (Select 3 for \$600)



Candy Land Carnival

Date: March 21, 2026
Location: ZONE250
Attendance: 100+

A fun candy themed carnival for families with children aged 1-12.



Cinco de Mayo Color Crawl

Date: May 2, 2026
Location: Kress Creek Farms
Attendance: 100+

This 2-mile Color Crawl gets families active while having fun.



Middle School Pool Party

Date: August 7, 2026
Location: Turtle Splash Water Park
Attendance: 100+

Exclusive after hours pool party just for middle schoolers.



Race Through Reed

Date: September 12, 2026
Location: Reed-Keppler Park
Attendance: 100+

A family-friendly race and scavenger hunt competition for all ages.



Murder Mystery Dinner

Date: November 21, 2026
Location: ARC Center
Attendance: 70+

An interactive dinner experience centered on solving a mystery.



A Grinchmas Gathering

Date: December 19, 2026
Location: ARC Center
Attendance: 120+

Families enjoy a breakfast and holiday activities with the Grinch himself.

Benefits include:

- Logo featured on all event marketing materials
- Verbal thank-you acknowledgment during the event
- Recognition on social media channels
- Two (2) admissions to ticketed events (restrictions apply)

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

PRINT & DIGITAL ADVERTISEMENTS

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 the thousands of people that visit the ARC Center weekly by advertising on the ARC Center monitors, or place your ad on our fitness monitors that capture the attention of over 1,200 members.



TV Monitor Advertisement
(Thousands of visitors per week)

The ARC Center has two large screen monitors located within the lobby. Customers look at the monitors daily for updates on programs and event information. Advertising on the community center monitors allows you to highlight your business in a prime location with multiple impressions per hour.

6 Months of Advertising	Cost: \$300
1 Year of Advertising	Cost: \$500 (17% savings)



Fitness Monitor Advertisement
(Over 1,200 fitness members)

Advertising on the 12 fitness equipment monitors is the perfect way to have a direct impression on customers. Individual monitors change 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.

6 Months of Advertising	Cost: \$300
1 Year of Advertising	Cost: \$500 (17% savings)



Program Guide Advertisement
(Over 13,000 households seasonally)

Each season, the Park District mails a 20+ page program guide to all West Chicago households and a digital version is available online in English and Spanish. Take advantage of this opportunity for your message to reach thousands of residents each season.

Half Back Cover (4.47x8.25) Cost: \$800 per guide	Inside Quarter Page Ad (4.37x3.625) Cost: \$500 per guide	Inside Business Card Ad (2.19x3.625) Cost: \$300 per guide
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Please review the terms and conditions listed on the back of the sponsorship and advertisement form. All advertisements are subject to approval by the West Chicago Park District. Design assistance is available for an additional \$50, and the option to have your ad in a bilingual format (English/Spanish) is also available. Contact the Marketing & Communications Manager for additional information.

FACILITIES SPONSOR

Athletic field and facility sponsorship opportunities support fitness members, athletic teams, and overall field and facility success. Banners and other signage provide brand exposure to hundreds of people every day.

ARC Center Gymnasium Sponsor - \$800

With year-round exposure in our state-of-the-art facilities, your business will attract the attention of sports teams, fitness members, special events attendees, and more with a gym banner.

Benefits include:

- Logo Banner in the ARC Center Gymnasium for 1 year

The ARC Center is located at 201 W. National St., West Chicago.



Turtle Splash Water Park Sponsor - \$500

Turtle Splash Water Park is a prime destination for thousands of people over the summer (21,000+ daily admissions in 2024). By sponsoring this popular 5-acre water park, your business will have visibility from mid-July to early August—the busiest season for the Park District.

Benefits include:

- Banner within the water park for the entire season
- Thank you acknowledgment aquatic events
- 1 opportunity to hand out giveaways at open swim during daily operations

Turtle Splash Water Park is located at 129 W. National St., West Chicago.



TreeTop Escape Sponsor - \$350

Want to reach young families? TreeTop Escape, an indoor, jungle-themed playground, is the perfect place to have fun and host a birthday party.

Benefits include:

- Business flyer on community board and handouts for families
- Thank you acknowledgment on social media
- Logo and link to your business on we-goparks.org
- 5 daily admissions to TreeTop Escape

TreeTop Escape is located at 201 W. National St., West Chicago.



RECREATION PROGRAM SPONSOR

Youth Sports Team Sponsor - \$300

Sponsoring a sports team 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.

Benefits include:

- Logo on sports team t-shirts or banner
- Logo with a link to your business at we-goparks.org/sponsorship-opportunities
- Logo on marketing materials
- 1 time marketing material distributed to all players



Summer Camp Sponsor - \$500

Support over 150+ campers (ages 3-13) with games and activities, field trips, and more. The campers are seen by hundreds of people each day when visiting Turtle Splash Water Park.

Benefits include:

- Logo on camp t-shirts
- Giveaway opportunity for campers to take home
- Logo on marketing materials and newsletters
- Speaking opportunity during a camp day (pending approval)



Early Childhood Sponsor - \$200

Kepler Learning School focuses on the developmental needs of children from 3-5 years old. Help support children's education with a sponsorship of the 2026-2027 school year.

Benefits include:

- Acknowledgment by staff via the parent newsletter
- Giveaway opportunity for participants to take home
- Logo on marketing materials and newsletter
- Speaking opportunity during a class day (pending approval)

Active Adult Luncheon Sponsor - \$150

Each month, our active adult community gathers to chat with friends, enjoy entertainment, and eat good food. Sponsoring a gathering, lunch, or trip is a great way to support the active adult (ages 50+) community in a relaxed and fun setting. Events typically have 20-100 attendees.

Benefits include:

- 3-minute speaking opportunity during event
- Logo on marketing materials
- Thank you acknowledgment during event
- Networking with participants during event



ADDITIONAL OPPORTUNITIES

Corporate Fitness Memberships

Partner with the West Chicago Park District to provide your employees a fitness membership at a discounted rate. Benefits of a Classic Membership include access to the fitness center, open gym and track usage, and locker rooms. To learn more, please contact Recreation Manager, Andre Cobbs, at acobbs@we-goparks.org or 630.231.9474 ext. 100.



West Chicago Parks Foundation

The West Chicago Parks Foundation is a not-for-profit providing opportunities for participation in West Chicago Park District Recreational Programs and supports enhancements enriching our parks and community. We accomplish this through fundraising and donations. Together, we are making our community a better place to live and play.



WEST CHICAGO PARKS
FOUNDATION
Making our community a better place

An integral part of the Foundation is their recreation scholarship program. The West Chicago Park District Scholarship Program is designed to provide financial assistance to residents in need, to enable them to participate in West Chicago Park District programs and/or facilities.

“We have expanded our mission to not only provide scholarship opportunities, but also to enrich our community and parks where the need presents itself,” said Acie Boyd, President of the Foundation. “We believe that a strong and thriving community enables all of us to be the best and most creative version of ourselves.”

The Foundation also hosts several fundraising events throughout the year, supported by sponsorships and local businesses like you. 2025 events included:



The Great Turtle Race



Disc Golf Tournament



Food Drive

Supporting Family Wellness Through Recreation

Learn how you can support the foundation by visiting we-goparks.org/park-foundation or by emailing foundation@we-goparks.org.



SPONSORSHIP AGREEMENT FORM

Company _____ Contact Person _____
Address _____ City _____ Zip _____
E-mail _____ Phone _____

SPONSORSHIP PACKAGES

Inclusive Sponsor Packages

(select one; note these levels include event sponsorship. Select preferred events below.)

Gold Level - \$3,000 - Choose 6 Large Events

Silver Level - \$2,000 - Choose 3 Large Events

Bronze Level - \$1,000 - Choose 1 Large Event

Large-Scale Event Sponsorship \$325 each

(select all that apply)

- Flashlight Egg Hunt
- Hello Summer Fest
- Taco & Art Fest
- Boo Bash
- Spooky Trail
- North Pole Adventure

Mid-Scale Event Sponsorship \$250 each

(select all that apply)

- Candy Land Carnival
- Cinco de Mayo Color Crawl
- Middle School Party
- Race Through Reed
- Murder Mystery Dinner
- A Grinchmas Gathering Breakfast
- 3 Mid-Scale Events for \$600

Online & Digital Ads

- TV Monitor __6 mo \$300 __1 yr \$500
- Fitness Monitor __6 mo \$300 __1 yr \$500
- Program Guide __ \$800 __\$500 __\$300

Recreation Program Sponsorship

- Summer Camp - \$500
- Early Childhood - \$200
- Youth Co-Ed T-Ball - \$300
- Youth Baseball - \$300
- Youth Basketball - \$300
- Youth Soccer - \$300
- Active Adult Program - \$150

Athletic Field & Facility Sponsorship

- ARC Center Gym - \$800
- Turtle Splash Water Park - \$500
- TreeTop Escape - \$350

Payment Information

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

By Mail: Complete this form and mail to the address indicated. Checks should be made payable to the West Chicago Park District.

Mail to: 201. W. National Street, West Chicago, IL 60185
Attn: Samantha Williams

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 _____

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 sole discretion, to decline any sponsorship or advertising from a business or organization. In general, sponsorships will not be accepted from political or religious organizations, or from companies whose primary business is substantially derived from the sale of alcohol, tobacco, or firearms.

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 swilliams@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 create. 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. Banners are made of vinyl material and are 2.5' x 6' (horizontal) in size for Turtle Splash Water Park, gymnasium, and sports team sponsorships.

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.

For Additional Information

Samantha Williams
Marketing & Communications Manager
swilliams@we-goparks.org
630.231.9474

See what others are saying about their partnership with us...

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