

ANNUAL APPEAL 2024



SPONSORSHIP & ADVERTISING OPPORTUNITIES

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

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. By becoming a 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 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
- Keppler Preschool
- Parks & Trails
- The Shell (outdoor entertainment venue)
- Pavilions & Picnic Areas
- Specialty Playgrounds
- Skate Park
- 2 Splash Pads
- 2 Dog Parks
- Disc Golf Course
- Multiple Sports Fields
- Turtle Splash Water Park
- ZONE250 Sports Performance Training Facility
 - Batting Cage

The ever-evolving District is always growing!

Opportunities offered in the Annual Appeal

Sponsorships

Premium Inclusive Sponsors
Individual Event Sponsors
Athletic Fields & Facilities Sponsors
Program Sponsors

Advertising Opportunities

Print & Digital
Bilingual Format Available
Interchangeable Messaging

Community Reach

- 3,200+ 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 of sponsorship to be displayed in your business

& So Much More!

For additional information:

Contact Marketing & Communications Manager
Danielle Spence at dspence@we-goparks.org
or 630-231-9474 ext. 138

Or visit: we-goparks.org/sponsorship-opportunities

INCLUSIVE SPONSORSHIP PACKAGES

Gold \$3,000

Highest sponsorship level with premium benefits and exposure.

Silver \$2,000

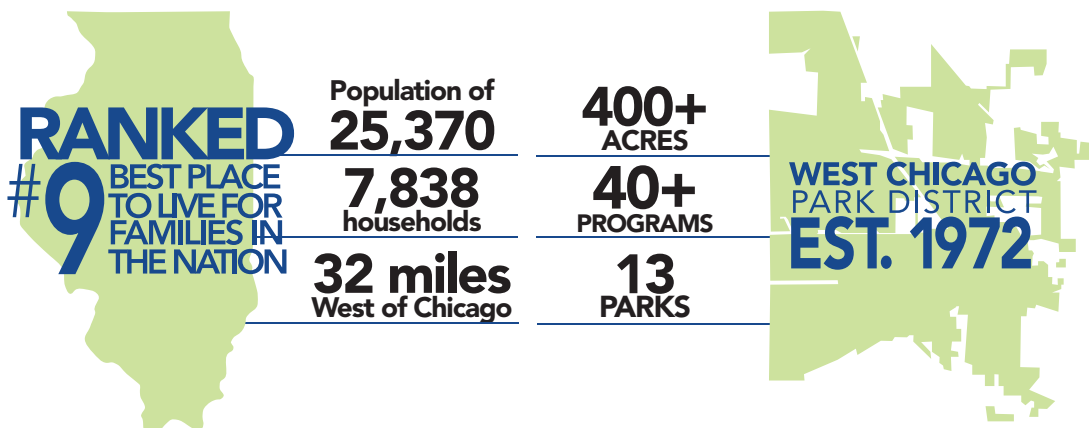
Intermediate sponsorship level with moderate benefits and exposure.

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 	8 tickets to 2 events	4 tickets to 2 events	4 tickets to 1 events
Advertisement in our digital newsletter	✓	✓	✓
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.



RANKED #9 BEST PLACE TO LIVE FOR FAMILIES IN THE NATION

Population of **25,370**
7,838 households
32 miles West of Chicago

400+ ACRES
40+ PROGRAMS
13 PARKS

WEST CHICAGO PARK DISTRICT
EST. 1972

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 \$400 each.

LARGE-SCALE EVENTS



Boo Bash

*Attendance: 1,000+

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



Taco & Art Fest

*Attendance: 1,000+

As one of the most popular events of the year, the Taco & Art Fest includes food, music, and art at Reed-Kepler Park.



North Pole Adventure

*Attendance: 500+

Families ride the train with Santa and Mrs. Claus. This popular event is filled with music, stories, and lots of holiday fun.



Spooky Trail

*Attendance: 400+

Spooky Trail has returned! This 0.33 mile haunted trail is a community staple.



Hello Summer Fest **NEW**

*Attendance: estimated 500+

Families will welcome the summer at Reed-Kepler Park with free family fun and entertainment!



Party in the Park

*Attendance: 400+

Three events over the summer showcasing either a movie or a concert.

Benefits include:

- Logo on the Park District's website during the month of the event
- Logo on marketing materials
- Thank you acknowledgment during the event
- 2 admissions to ticketed events (restrictions apply)
- Booth at 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)



Cinco de Mayo Color Crawl

*Attendance: 100+

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



Flashlight Egg Hunt

*Attendance: 300+

This special twist on the traditional egg hunt challenges children to explore Reed-Kepler Park and find Easter eggs with flashlights.



Murder Mystery Dinner

*Attendance: 70+

Participants enjoy food and entertainment as they try to solve a thrilling murder mystery.



A Grinchmas Gathering Breakfast **NEW**

*Attendance: estimated 120+

Families enjoy breakfast and activities with the Grinch himself.



Wine Walk **NEW**

*Attendance: estimated 100+

Take a stroll through beautiful Reed-Kepler Park sampling wines and snacks and end the evening at The Shell for an acoustic performance.



Puzzle Pursuit

*Attendance: 30+

Teams compete to put together the same 500-piece puzzle. One sponsorship slot is available; sponsor gets their logo on the puzzle.

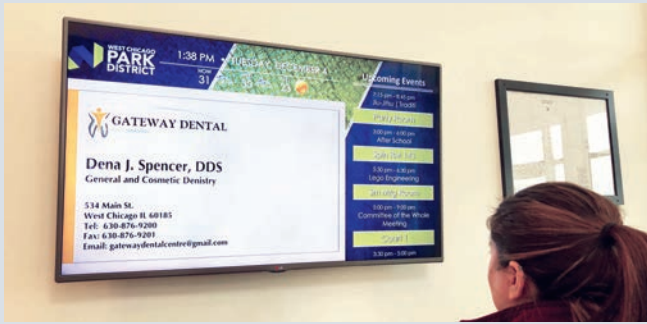
Benefits include:

- Logo on the Park District's website during the month of the event
- Logo on marketing materials
- Thank you acknowledgment during the event
- 2 admissions to ticketed events (restrictions apply)
- Booth at event (pending approval)

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

ONLINE & DIGITAL ADS

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. WCPD Staff will create the ad for an additional \$50.

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

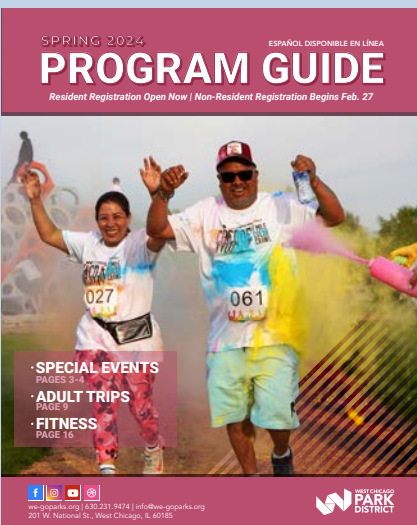


Fitness Monitor Advertisement

(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 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.

ATHLETIC FIELDS & FACILITIES

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

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. **Gymnasium Sponsorships are \$800 each.**

Benefits include:

- Banner at the ARC Center gymnasium for 1 year

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



Turtle Splash Water Park Sponsor

Turtle Splash Water Park is a prime destination for thousands of people over the summer (21,000+ daily admissions in 2023). 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. **Turtle Splash Water Park Sponsorships are \$500.**

Benefits include:

- Banner within the water park for the entire season (limited slots available)
- Thank you acknowledgment during announcements at 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 **NEW**

Want to reach young families? TreeTop Escape, an indoor, jungle-themed playground, is the perfect place to have fun and host a birthday party. **TreeTop Escape Sponsorships are \$350 each.**

Benefits include:

- Business flyer on community board and/or 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

Sports Team Sponsor

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. View the available leagues and teams to sponsor below. **Youth Sports Team Sponsorships are \$300 each.**

Benefits include:

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



Summer Camp Sponsor

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. **Summer Camp Sponsorships are \$500 each.**

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

Keppler Preschool focuses on the developmental needs of children from 3-5 years old and will take place from September 2024 to May 2025. Help support children's education with a sponsorship! **Early Childhood Sponsorships are \$200 each.**

Benefits include:

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

Active Adult Luncheon Sponsor

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. **Active Adult Luncheon Sponsorships are \$150 each.**

Benefits include:

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



ADDITIONAL OPPORTUNITIES

In-Kind Donations

Throughout the year the West Chicago Park District has unique sponsorship opportunities that require in-kind donations designed to enhance events, such as raffles items, auctions, giveaways or event refreshments and meals for volunteer staff. In exchange, the Park District offers exposure or advertising opportunities which can be customized to best fit the needs of your business. To learn more, please contact our Marketing & Communications Manager, Danielle Spence, at dspence@we-goparks.org or 630.231.9474 ext. 138.

Volunteering Opportunities

Can't commit to a financial donation? Consider donating your time instead! Throughout the year, the 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 acknowledgment during the event. We also have park clean-up and planting opportunities! To learn more, please contact Recreation Manager, Sara Witteck, at switteck@we-goparks.org or 630.231.9474 ext 111.



Corporate 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/showers. To learn more, please contact Recreation Manager, Ben Nelson, at bnelson@we-goparks.org or 630.231.9474 ext. 104.

Corporate Rentals

Interested in staff outings? Want to have a team-building activity to boost morale and teamwork? We can help! Corporate workshops, team planning sessions, and club meetings enjoy the ARC Center for its state-of-the-art audiovisual equipment, flexible room arrangements, and optional kitchen access. To learn more, please contact Recreation Manager, Ben Nelson, at bnelson@we-goparks.org or 630.231.9474 ext. 104.



West Chicago Parks Foundation

The mission of the West Chicago Parks Foundation is to support the long term plan of the West Chicago Park District by seeking additional resources to promote and accomplish its goals and objectives. Along with supporting the Park District, the Foundation looks to support the community wherever possible. 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 \$400 each

(select all that apply)

- Boo Bash
- Taco & Art Fest
- North Pole Adventure
- Spooky Trail
- Hello Summer Fest
- Party in the Park

Mid-Scale Event Sponsorship \$250 each

(select all that apply)

- Cinco de Mayo Color Crawl
- Flashlight Egg Hunt
- Murder Mystery Dinner
- A Grinchmas Gathering Breakfast
- Wine Walk
- Puzzle Pursuit
- 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 - \$250
- Youth Co-Ed T-Ball - \$300
- Youth Pinto 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 dspence@we-goparks.org by April 15. 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.

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 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 dspence@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. Banners are made of mesh 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

Marketing & Communications Manager
Danielle Spence
dspence@we-goparks.org
630.231.9474 ext. 138

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

"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.



SPONSORSHIP & ADVERTISING OPPORTUNITIES

For more information, contact
Danielle Spence at:

dspence@we-goparks.org
630.231.9474

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