



Park District of Oak Park

218 Madison Street • Oak Park, Illinois 60302 • Phone: (708) 383-0002 • Fax: (708) 383-5702 • www.oakparkparks.com

Egg Hunt Sponsorship 2014 \$525 Sponsorship level

The Park District of Oak Park’s annual Egg Hunt will be held on Saturday, April 12 at Carroll Center Park, 1125 S. Kenilworth. (Rain Location will be Lincoln Elementary School, 111 S. Grove Avenue). The event begins at 9:00 a.m. and runs until 12:30 p.m. Egg Hunt Times: 9-10am, 10:15-11:15am, 11:30-12:30pm. This program is designed for children ages 3-10. Other activities include pictures with the Bunny and themed games. Children must be accompanied by an adult. Tickets may be picked up at the Park District’s Hedges Administration Center at 218 Madison or at Geppetto’s Toy Box. *A total of **1,000** participant tickets will be distributed. There is no charge to participate, but tickets are required.* The event traditionally fills to capacity.

To thank the event sponsor, the following promotional benefits will be provided:

- park districts:
- reduce crime
- lower healthcare costs
- build self-esteem
- boost local economies
- increase property values
- promote healthy lifestyles
- encourage community pride
- strengthen neighborhoods
- provide jobs
- attract new business
- lengthen lives
- provide nature education
- increase accessibility
- protect the environment
- preserve land
- bring happiness
- reduce stress
- control weight
- conquer boredom
- offer safe play areas
- believe fun is essential
- build family unity
- increase tourism
- diminish gangs
- promote cultural diversity
- the benefits are endless

Impressions	Benefit
28,000	Logo, recognition in the Egg Hunt listing in Park District of Oak Park Spring Program Guide
7,000	Recognition in Park District of Oak Park Kid’s Report, distributed to all students in District 97 schools
1500	Display area at event – company can distribute literature, coupons and promotional items at a table in the registration area. All activities and distributed items are subject to review by the Park District of Oak Park.
1,000+	2x3 Sponsor recognition banner, provided by Park District
8,000	Logo placement on Egg Hunt page on Park District website
	Listing in pre-event and post-event publicity, Thank You Certificate
1,000	Opportunity to serve as Egg Hunt ticket distribution site, logo printed on all Egg Hunt tickets
1500	Opportunity to provide special prizes, giveaways at event

Signature, Sponsor: _____

Date: _____

Signature, Park District of Oak Park: _____

Date: _____



Park District of Oak Park
Scoville Park 2014 Summer Concert Series
Hemingway Business District
Exclusive sponsorship: \$3150 (\$350 per concert)

Scoville Park Summer concerts, presented by the Park District, have been an Oak Park tradition for more than 25 years, and feature a wide variety of musical entertainment. Friends, families and neighbors gather at Scoville Park, described as Oak Park's Village Green, to picnic and enjoy the free outdoor concerts. Nine concerts will be held through the summer, with average attendance at 500-800 per event. The concerts run from Sunday, June 15 through Sunday, August 10.

Benefits of supporting this popular community program include:

Marketing Exposures

- 28,000 Half Column advertisement, provided to the Hemingway District, in the Park District of Oak Park's Summer Program Guide, distributed to every household in Oak Park, as well as at key sites throughout the community.
- 28,000 Full page concert listing in Summer Program Guide, featuring logos of Hemingway District and of all sponsoring businesses
- 8,000 10x10 tent with table and chairs supplied to business district sponsor at concert date of their choosing. Sponsors can distribute promotional information, host games and demonstrations, distribute giveaways and coupons, etc. (No commerce permitted. Promotional items subject to review and approval by the Park District)
- 8,000 Announcements recognizing sponsor made before and after concert
- 3,000 Corporate logos prominently featured in pre-event publicity, fliers, posters, press releases distributed throughout the community.
- 10,000 Company logos featured on Park District website, on Summer Concert page

Sponsor Signature: _____

Date: _____

Park District of Oak Park Signature: _____

Date: _____



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Santa Trolley Express Sponsorship \$225 Sponsorship level

The Santa Trolley Express event will be held on Sunday, December 14, 2014 from 10:00 a.m. – 2:30 p.m. The Santa Trolley will make six trips, with 35 kids and family members per trip, with anticipated event attendance of 204 (approximately 100 children, accompanied by family members). Participants will start their journey at the “Trolley Depot” at the Oak Park Conservatory . Then, they will board the Santa Trolley Express and travel to Santa’s Secret Location (Cheney Mansion). Visit Santa (families to bring their own cameras) and Mrs. Claus, and enjoy refreshments and stories. To thank the event sponsor, the following promotional benefits will be provided:

<u>Impressions</u>	<u>Benefit</u>
28,000	Logo, recognition in the Santa Trolley Express listing in Park District of Oak Park Winter Program Guide
600	Logo on activity page, recognition in event fliers, on letter sent to all participants, on signs for trolley stop and at Cheney Mansion and on commemorative event ticket
8,000	Recognition on Park District of Oak Park website
210	Opportunity to provide activity page for children at Cheney Mansion
210	Opportunity to provide coupons, promotional literature to participants
	Listing in pre-event and post-event publicity
	Special Thank You Certificate
	Possible opportunity to be onsite at event, at the Oak Park Conservatory or at Cheney Mansion

Sponsoring organization: _____
 Address: _____
 Phone: _____
 Email: _____
 Signature, Sponsor: _____
 Date: _____
 Signature, Park District of Oak Park: _____
 Date: _____



Park District of Oak Park
Scoville Park 2014 Movies in the Park
Exclusive sponsorship: \$550

The Park District of Oak Park is offering the opportunity to sponsor four Movie in the Park events: “Happy Feet” at Ridgeland Common Recreation Center pool on July 13; “Annie” in Carroll Park on Wednesday evening, August 13; “All Dogs Go To Heaven” at Maple Park (near Dog Park Area – participants encouraged to bring their dogs); Saturday, October 11, 7 p.m. Austin Gardens Halloween double Feature “Toys Story of Terror” (for young children) followed by Poltergeist . This movie series has been very popular in past years, with attendance at approximately 200-400 people per event. Movies in the Park draws a broad demographic of attendees from Oak Park and surrounding communities.

Benefits of supporting this popular community program include:

Marketing
Exposures

- | | |
|--------|--|
| 28,000 | Quarter column advertisement in a Park District of Oak Park Program Guide, distributed to every household in Oak Park. (\$150 value) |
| 28,000 | Logo recognition in Summer Movie Special Events section of Program Guide |
| 1600 | 10x10 tent with table and chairs supplied to sponsor at the movie, which can be used by sponsor to promote company and distribute promotional information, prizes, etc. (No commerce. Promotional items subject to review and approval by the Park District). Sponsor can be onsite at two of the four movies. |
| 500 | Announcements recognizing sponsor made before and after movie |
| 2,000 | Corporate logo prominently featured in pre-event publicity, fliers, posters, press releases distributed throughout the community. |
| 1000 | Company logo featured on Park District website, with a link back to your website, for one month |



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Dominican University Exclusive Platinum Sponsorship

\$4500 level

Frank Lloyd Wright Races, Sunday, October 19, 2014

Platinum Level Sponsorship benefits

- Marquis logo positioning in **six FLW advertisements in Wednesday Journal Newspaper**, generating more than **74,000** marketing impressions
- Premium graphic advertisement featured above the cut, with link back to your website, on the **FLW Races web page**, generating more than **24,000** views
- Marquis placement of company name on **6,000 FLW Races promotional postcards**, distributed regionally
- Dominican banner posted for two weeks at a Park District Center at one of three high-traffic intersections
- Double half column advertisement in the Park District Program Guide (\$600 value)
- 30"x90" full color dashboard advertisement in the Paul Hruby Ice Arena in the Ridgeland Common Recreation Center (grand re-opening schedule for June, 2014), with more than 100,000 views per year
- Prominent positioning of logo and thanks on back of the **2,400 FLW Races t-shirts**
- 10 x 10 **booth space in prime location**, tables, and chairs onsite for entire duration of the event, reaching more than **3,000** attendees and spectators (no commerce). Booth to be staffed by sponsor.
- Prominent listing on FLW Races page in **Park District of Oak Park Fall and Winter Program Guides**. Each issue is distributed to **all 25,000** households in Oak Park
- **Poster** featuring your logo in marquis position
- Opportunity to place promotional insert in **2,700 FLW Races goody bags**.
- Logo on **"Thank You Sponsors" banner**, posted at Park District Community Center in high visibility area for two weeks prior to event, and in the OPRF High School field house on the day of the Race, generating more than **200,000 views**.
- Recognition through **race day public emcee announcements** in start/finish line area and in fieldhouse, reaching thousands of attendees and spectators
- Logo on event **signage** posted throughout the start and finish line areas on race day
- Recognition in **email** sent to more than **2,000** registered FLW Race participants
- 25 flat rate entries for students in any event at \$10 each, 50 flat rate entries for faculty, staff, alumni and others in any event at \$20 each, 5 complimentary entries into any event
- **Prominent** recognition in **additional advertising** in *Competitor Magazine* and *Chicago Athlete* advertising – total circulations more than 140,000
- Opportunity to post **banner** on FLW Races finish line chute fencing
- **NEW:** Recognition in FLW Promotional Slides on **Electronic Announcement Screens in Gymnastics and Recreation Center and Ridgeland Common Recreation Center**, reaching thousands of visitors
- Opportunity to post special participant offers and coupons on **FLW digital page**
- Opportunity to collaborate on Frank Lloyd Wright Races **Facebook page promotions**



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Sponsorship Opportunities now available for the
Frank Lloyd Wright Races, Sunday, October 19, 2014

New: Lock in your sponsorship slot and save with multi-year contracts

Silver Sponsorship Level benefits

- Prominent logo positioning in **six FLW advertisements in Wednesday Journal Newspaper**, generating more than **74,000** marketing impressions
- Prominent positioning of logo and featured link back to your site on the **FLW Races web page**, generating more than **24,000** views
- Company name on **6,000 FLW Races promotional postcards**, distributed regionally
- Prominent positioning of logo and thanks on back of the **2,400 FLW Races t-shirts**
- **10 x 10 booth space**, tables, and chairs onsite for entire duration of the event, reaching more than **3,000** attendees and spectators (no commerce). Booth to be staffed by sponsor.
- Prominent listing on FLW Races page in **Park District of Oak Park Fall Brochure**, distributed to all **25,000** households in Oak Park
- Two weeks prior to event, retail **poster** featuring your logo in prime window space in stores in the Oak Park/Forest Park/River Forest area
- Opportunity to place promotional insert in **2,700 FLW Races goody bags**.
- Logo on **“Thank You Sponsors” banner**, posted at Park District Community Center in high visibility area for two weeks prior to event, and in the OPRF High School field house on the day of the Race, generating more than **200,000 views**.
- Recognition through **race day public emcee announcements** in start/finish line area and in fieldhouse, reaching thousands of attendees and spectators
- Logo on event **signage** posted throughout the start and finish line areas on race day
- Recognition in **email** sent to more than **2,000** registered FLW Race participants
- **Two Complimentary Race Registrations** with complimentary race t-shirts

Gold Sponsorship Level

All of the Silver benefits listed above, ***PLUS these additional benefits:***

- **Premier** size and positioning on marketing materials, including Wednesday Journal advertising, FLW Races web page, print materials including postcard and poster, FLW race t-shirt, Park District Program Guide, participant emails
- **Preferred** location in FLW Races finish line area
- Recognition in **additional advertising** in *Competitor Magazine* and *Chicago Athlete* advertising – total circulations more than 140,000
- Opportunity to post **banner** on FLW Races finish line chute fencing
- **Four** complimentary entries into the FLW Races
- Six **\$5 discount** coupons for additional entries into the FLW Races
- **NEW:** Recognition in FLW Promotional Slides on **Electronic Announcement Screens in Gymnastics and Recreation Center and Ridgeland Common Recreation Center**, reaching thousands of visitors
- Opportunity to post special participant offers and coupons on **FLW digital page**



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To secure a sponsorship slot, *select your 2014 Sponsorship option no later than March 15, 2014.* Sponsorship

Secure my **Gold Sponsorship** for the *Frank Lloyd Wright Races*:

- One year** contract **\$1600** - 2014 event only
- Two year** contract - **\$1500** annually for 2014 and 2015 events (paid in two payments of \$1500 each, by April 15, 2014 and April 15, 2015)
- Three year** contract - **\$1400** annually (paid in three payments of \$1400 each, by April 15, 2014, 2015 and 2016)

Secure my **Silver Sponsorship** for the *Frank Lloyd Wright Races*:

- One year** contract - **\$900**
- Two year** contract - **\$800** annually (paid in two payments of \$800 each, by April 15, 2014 and April 14, 2015)
- Three year** contract - **\$700** annually (paid in three payments of \$700 each, by April 15, 2014, 2015 and 2016)

Upon receipt of this signed letter of agreement, you will receive an invoice and a copy of the letter of agreement signed by the Park District of Oak Park. If it is more convenient for you, you can submit your sponsorship agreement now to confirm your slot, and issue payment later after you have received the invoice. All sponsors may be required to show proof of insurance coverage and/or may be requested to supply a certificate of insurance and name the Park District of Oak Park as additionally insured. Terms of agreement for sponsors are attached.

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

Email Address: _____

Signature: _____

Date: _____

Park District Approval Signature: _____



Frank Lloyd Wright Races, October 19, 2014 **Baird & Warner In-kind Sponsorship**

Impressions

Benefits

- 10,000** Prominent positioning of logo and featured link back to your site on the FLW Races web page
- 2,700** Prominent positioning of logo and thanks on back of the FLW Races t-shirt
- 3,000** 10 x 10 booth space, tables, and chairs onsite for entire duration of the event to showcase your company (no commerce). Booth to be staffed by sponsor.
- 10,000** Two weeks prior to event, retail poster featuring your logo in prime window space in over 100 stores in the Oak Park/Forest Park/River Forest area
- 2,700** Opportunity to place promotional insert in FLW Races goodie bags. In addition, sponsor will receive advertising space in the new web-based digital goody bag.
- 250,000** Logo on "Thank You Sponsors" banner, posted at Park District Community Center in high visibility area for two weeks prior to event, and in the OPRF High School field house on the day of the Races
- 2,000** Recognition through race day public emcee announcements in start/finish line area and in fieldhouse
- 2,700** Recognition in email sent to all registered FLW Race participants



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Paul Hruby Ice Arena Dasherboard Advertising Agreement

A limited number of dasherboard advertisements are available on the boards around the ice rink at the Paul Hruby Ice Arena in the Ridgeland Common Recreation Complex, 415 W. Lake Street, Oak Park, IL. These highly visible advertisements are viewed by a large, diverse audience from throughout the Chicago area. Marketing impressions for the dasherboard advertisements will increase dramatically in the coming season, with the addition of year-round ice. Anticipated attendance at the newly renovated ice arena is more than 150,000 visits annually.

To secure your advertising space, complete the information below as soon as possible and return the letter of agreement to the Park District. Banner size will be 30" h x 90" w, printed in high quality full color. Advertising will be secured by a protective Lexan covering, specially designed to limit damage from ice skates, pucks and sports equipment. Dasherboard advertisers will also receive a complimentary advertisement in the Spring 2015 Ice Show Program Book.

All advertising requests and artwork shall be reviewed and approved by a representative of the Park District of Oak Park. All artwork must be submitted camera-ready in an EPS or PDF file format, and designed using a CMYK process. The Park District does not offer design services. Artwork should be submitted as soon as possible, to Jennifer La Fleur at Jennifer.lafleur@pdop.org.

Secure my dasherboard advertising space at the new Ridgeland Common Recreation Complex for:

One year contract - \$950

Two year contract - \$750 annually (\$1500 total cost for the two year term, paid in two payments of \$750 each, in 2014 and 2015)

Three year contract - \$650 annually (\$1950 total cost for the three year term, paid in three payments of \$650 each, paid in 2014, 2015 and 2016.)

Upon receipt of this signed letter of agreement, an invoice will be generated and mailed out to you. Payment can be made by credit card or check. Make checks payable to: Park District of Oak Park, and remit to Finance Department, Park District of Oak Park, 218 Madison Street, Oak Park, IL 60302.

Company Representative

Signature

Date:

Company:

Address:

Phone:

Email:

Park District of Oak Park

Approval:

Date:

Am... [Handwritten Signature]

8-14-2014

School of Rock Oak Park

*219 Lake St.
Oak Park IL 60302*

708-298-0002

arenzulli@schoolofrock.com



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Program Guide Advertising Opportunities

Reach every household in Oak Park with the Park District's quarterly Program Guide

The Park District of Oak Park's Program Guide advertising delivers outstanding benefits at a low cost. The Program Guide is delivered quarterly to all 25,000 households in Oak Park. Hundreds of additional copies are distributed at Park District facilities and throughout the community. The Program Guide is posted on the Park District website, offering thousands of additional advertising views. The Program Guide has a shelf life of more than three months, offering multiple opportunities for advertising exposures.

Program Guide Advertising Rates

Inside Back Cover, Full Color Advertising

- High visibility inside back cover 7.7528"w x 10.3764"h
\$1500 or \$5000 for four Program Guides (\$1250 per issue)

Inside Page, Black and White Advertising

- Double Half Column 5.0463"w x 4.35"h
\$600 or \$2,000 for four Program Guides (\$500 per issue)
- Full Vertical Column 2.4398"w x 8.8887"h
\$600 or \$2,000 for four Program Guides (\$500 per issue)
- Half Column 4.35"h x 2.4398"w
\$300 or \$1,000 for four Program Guides (\$250 per issue)
- Quarter Column 2.1"h x 2.4398"w
\$150 or \$500 for four Program Guides (\$125 per issue)

<u>Issue</u>	<u>Space Reservation</u>	<u>Artwork Due</u>	<u>Distribution</u>
Summer	Mid-March	End of March	First week in May
Fall	Mid-May	End of May	End of July
Winter	October 15, 2014	November 1, 2014	First week in December
Spring	First week in January	Mid-January	Third week in February

Mechanical Requirements

Submit print ready artwork as a PDF or EPS via CD or email to Jennifer La Fleur at Jennifer.lafleur@pdop.org. The Park District of Oak Park reserves the right to refuse any advertisement that does not conform to Park District Sponsorship Guidelines. Contact Joanna Skubish, (708)725-2039, Joanna.skubish@pdop.org, for a contract to reserve space, or for more information.