



Oak Brook
Park District

A National Gold Medal Agency



OAK BROOK PARK DISTRICT

SPONSORSHIP OPPORTUNITIES BROCHURE 2022

www.obparks.org/sponsorships/

 /obparks/

Table of Contents

About the Park District	1
Special Events	4
ABC Preschool	16
Programming	18
Central Park West	26
Print	28
Digital Media	30
Naming Rights	32
Oak Brook Park District Foundation	34



Providing the **very best** in **park** and **recreational opportunities, facilities** and **open lands** for **our community**.

For more information
contact Rachel Jones at:
rjones@obparks.org
(630) 645-9521



About the Oak Brook Park District

Y(OUR) Audience is Waiting

The Oak Brook Park District offers dynamic platforms and unique events to reach your potential customers. From an onsite presence at our events to seamless inclusion in our marketing outreach, we help connect you with our members and participants.

We work with corporations, brands, and small businesses to provide financial support for events, programming, and facilities to increase non-tax revenue and enhance program offerings. The goal is to create long-lasting, mutually beneficial relationships for years to come!

● The Oak Brook Park District Background

The Oak Brook Park District began in 1962 with the main goal of providing the very best in park and recreational opportunities, facilities, and open lands for our community.

Your community Park District is pleased to cultivate a partnership to support your business in achieving its goals for improving your company's community outreach.

We have partnered with other companies in our community, and we are committed to helping strengthen the relationship we have with our customers.

● Benefits

As a leader in Parks and Recreation for DuPage County, the Oak Brook Park District works as a central hub for all community activities. A partnership with the Oak Brook Park District helps provide high-quality, affordable recreation for children and families.

Know where your support goes by allowing us to create a channel for your business in our community!

Passionate Participants

- With popular events like the Summer Concert Series, Pink 5k, Winter Lights at Central Park, more than 174 acres of parks, playgrounds, and facilities, the Oak Brook Park District is the perfect platform for communicating meaningful information to the community.

Guaranteed Access

- Since 1962, the Oak Brook Park District has been meeting the fitness and recreation needs of the community. Partnering with us will guarantee you to reach the community.

Persuasive Sales Climate

- The Oak Brook Park District offers some of the few live entertainment opportunities that bring the entire family unit together - buyers, users, and influencers. Attendees are at their leisure, spending ample time to visit your displays and sample your products.

Deeper Relationships with your Customers

- Your sponsorship of the Oak Brook Park District directly speaks to your customers' priorities. When you support their community, they will support you.

Year-round Exposure

- Your message receives a multitude of exposures throughout the year. You will be connected to all the events and happenings at Oak Brook Park District.





● Corporate Partnerships

Thanks to the Oak Brook Park District's Corporate Partnership Program, your company can reach any audience right in their own backyard! From an onsite presence at our events to seamless inclusion in our marketing outreach, we help put you in front of our members and participants! Your message can reach individuals of all ages, from preschool to seniors.

Let us help you connect to a specific target market. We can customize a sponsorship or advertisement to fit your business goals. We are flexible and work with budgets of all sizes and commitments! Here's how we can help:

- Website and Social Media Presence
- Marketing Collateral
- Signage Sampling and Displays
- Banners
- Hospitality and Networking Opportunities
- Press Releases
- Vendor Tables

Social Media Stats



Facebook:
4,168+



Instagram:
1,529+



Twitter:
1,100+

● More Ways to Help You!

There are various advertising options around the Park District. Whether providing In-kind donations or monetary sponsorship, we will help find the best fit for your business.

The Oak Brook Park District offers a diverse opportunity to engage with our audience. In exchange, you receive business exposure and a chance to connect with new customers!





● **Oak Brook Park Demographics**
Based on 2020 Census Data

 **Oak Brook Population- 8,163**

Surrounding communities

- Downers Grove - 50,247
- Elmhurst - 45,786
- Hillside - 8,320
- Hinsdale - 17,395
- La Grange - 16,321
- La Grange Park - 13,475
- Oakbrook Terrace - 2,751
- Westchester - 16,892
- Western Springs - 13,629

The data below is based on 2019 projections

 **Gender**
Female - 53.3%

 **Age**
Under 5 - 3.5%
Under 18 - 18.6%
Over 65 - 38.5%

 **Race and Hispanic Origin**
White - 62.4%
Black or African American - 2.4%
Asian - 31.8%
Two or More Races - 2.8%
Hispanic or Latino - 3.5%
White alone, not Hispanic or Latino - 59.5%

 **Education**
High school graduate or higher, 2015-2019 - 97.4%
Bachelor's degree or higher, 2015-2019 - 66.6%

 **Income**
Median household Income - \$141,055

 **Accessible Metropolitan Oasis**
I-88
I-294
Rt 83
Rt 38
Rt 56
Rt 34
Pace Bus

Special Events



BENEFITS & Platform Descriptions

Build your Brand

- High Traffic Locations
- Get to Know Your Customers Better
- Increase Awareness
- Create Experiences and Evoke Positive Feelings with Customers

Oak Brook Park District participants and guests are eager to learn about the businesses that help support their community programs and activities!

Through sponsorship, your organization will gain long-lasting relationships with customers and gain brand recognition, all while making a positive impact in the community.





CENTRAL PARK MAP



Special Events

Small Scale Events 25-150 Projected Attendance

Price per Event	Level 1 \$1,000	Level 2 \$400	Level 3 \$250	Level 4 \$150	In-Kind
Vendor Booth	X	X	X	X	
Logo on Website	X	X	X		X
Verbal Acknowledgment by Staff at Event	X	X			
Logo on Day of Sign	X	X			X
Social Media	X				
Print Media	X				



Walk in the Park Wine Tour

Date: July 28, 2022 | **Time:** 5 - 8:30pm | **Age:** 21+

Location: Central Park

Estimated Attendance: 120-180

As an In-Kind donor, share your wine and food pairing with community members as they walk around Central Park. Present your restaurant's specials, favorite entrees, and stories. The Oak Brook Park District team will handle pouring the wine and serving the guests to ensure you have the most time to promote your restaurant.

As a level one sponsor, you have the option of having a vendor booth.





Barks and Brews

Date: June 16, 2022 | **Time:** TBD | **Age:** All Ages

Location: Central Park West

Estimated Attendance: 25-50

Participants bring their dog out to the bark while enjoying a few brews! This fun dog social is great for anyone 21+. Dogs have the chance to play a variety of games and enroll in contests.



Movies in the Park

Date: August 2022 | **Time:** 8pm | **Age:** All Ages | **Number of movies:** 2

Location: Performance Pavilion

Estimated Attendance: 100-150+

Movies in the Park are FREE to the community. Participants bring picnic baskets, lawn chairs, and blankets to enjoy a night in the park watching movies. Celebrate a themed night where goodies are handed out to the children.

Private showing with sponsorship: additional \$200.



Great Pumpkin Roll

Date: November 2022 | **Time:** 4-7pm | **Age:** All Ages

Location: Central Park Sled Hill

Estimated Attendance: 60-80

Families and children roll their old halloween pumpkins down the Sled Hill at Central Park!

Special Events

Mid Scale Events

150-300 Projected Attendance

Price per Event	Level 1 \$3,000	Level 2 \$1,400	Level 3 \$350	Level 4 \$200	In-Kind
Vendor Booth	X	X	X	X	
Logo on Website	X	X	X		X
Verbal Acknowledgement by Staff at Event	X	X			
Logo on Day of Sign	X	X			X
Social Media	X				
Print Media	X				



Parent-Child Clinic

Date: June 18, 2022 | **Time:** TBD | **Age:** 6-14 w/parent

Location: Family Recreation Center Gymnasium

Estimated Attendance: 150-175+

The Oak Brook Park District, Breakaway Basketball hosts the Parent-Child Clinic Basketball Tournament. Young athletes will take part in this one-day tournament supporting Universal Recreation! All proceeds from this event are donated to the Oak Brook Park District Foundation, a registered 501(c)3 not-for-profit.



Member Appreciation Day

Date: November 2022 | **Time:** 11:30am-1pm | **Age:** All Ages

Location: Family Recreation Center Lobby

Estimated Attendance: 150-175+

Get in front of the Greater Oak Brook Community during this annual appreciation event. Ask us about In-Kind donation vs. sponsorship opportunities!





Aquatic Egg Hunt

Date: April 14 & 15 2022 | **Time:** Varies | **Age:** 0-12 w/parent
Location: Family Aquatic Center
Estimated Attendance: 300

Children will search for eggs that can be exchanged for prize packages. The hunt will be looking for the "special" eggs containing slips redeemable for larger prizes! Children will be divided into age groups and placed according to the appropriate swimming areas. After the event, parents and children are invited to stay, swim, and take pictures with the Bunny for the remainder of their event experience.



Pumpkin Swim

Date: October 2022 | **Time:** 6-8:30pm | **Age:** 0-12 w/parent
Location: Family Aquatic Center
Estimated Attendance: 180-200

Children will collect capsules from the pools filled with candy and have a chance to win a full size pumpkin to take home! There will be activities on deck before, during, and after the pumpkin swim. Children will be divided into age groups according to the appropriate swimming areas. After the event, parents and children are invited to stay and swim until 8:45pm.



Holiday Express

Date: December 2022 | **Time:** TBA | **Age:** All Ages
Location: Central Park Campus
Estimated Attendance: 250

Participants will enjoy a festive, open-air sleigh ride to the North Pole to meet the one and only Santa! Santa will have goodie bags for all the children. After meeting Santa, families may grab some hot chocolate and a snack to take on their stroll through our exquisite Winter Lights at Central Park.

DARE TO TRI SERIES

2022



SPONSORED BY:

AMITA HEALTH[®]

ADVENTIST MEDICAL CENTERS
HINSDALE & LA GRANGE

Location: Family Recreation Center, Evergreen Bank Group Athletic Field, or Maintenance Building Parking Area

Estimated Attendance: 50+ per event

Age: 12+

Connect with all of our triathletes in this fun and active triathlon series throughout the entire year!

Investment Includes:

- Logo on event t-shirts
- Print media
- Website presence
- Social media presence
- Day of signage
- Logo on series hoodies
- Vendor booth at all Tris
- Logo on score cards

TEAM DRI TRI

July 30, 2022

6am-12pm

I Spy a Dri Tri

September 24, 2022

5-12pm

Tri Something New

October 9, 2022

6am-12pm

THE ODD QUAD

December 31, 2022

6am-12pm

WHY NOT TRI

March 2023

6am-12pm

Turkey Dri Tri

November 25, 2022

6am-12pm

Tackle The Tri

February 2023

6am-12pm



Cori's triathlon

**SPONSORED BY:
THE CORI ELIZABETH SIKICH
MEMORIAL FOUNDATION.**



The Cori Elizabeth Sikich Memorial Foundation honors the life of Cori Sikich. The Foundation helps parents and children avoid the devastating effects of eating disorders. The Oak Brook Park District has been honored to host the Cori's Kids Triathlon in memory of this caring and compassionate young woman.

Date: June 4, 2022 | **Time:** 8am | **Age:** 6-14

Location: Central Park Campus Outside of the Family Recreation Center

Estimated Attendance: 360+

This friendly competition promotes exercise in a fun and energetic way. Kids will show off their skills and athleticism by participating in the three traditional triathlon events: swimming, biking, and running.

Vendor Booth Option:

\$250-Vendor Booth, Logo on the Website w/hyperlink.



Special Events

Large Scale Events

300-1,000 Projected Attendance

Price per Event	Level 1 \$4,000	Level 2 \$1,900	Level 3 \$450	Level 4 \$300	In-Kind
Vendor Booth	X	X	X	X	
Logo on Website	X	X	X		X
Verbal Acknowledgment by Staff at Event	X	X			
Logo on Day of Sign	X	X			X
Social Media	X				
Print Media	X				



Summer Concert Series

Date: June 30, July 7, July 14, July 21 and July 28 | **Time:** 6:30-8:30pm

Age: All Ages

Location: Central Park Pavilion

Estimated Attendance per concert: 300+

Participants are invited to bring their blankets, baskets, and lawn chairs for these FREE performances. There will be five concerts on Thursday nights in June and July.



National Night Out

Date: August 2, 2022 | **Time:** 5-8pm | **Age:** All Ages

Location: Central Park

Estimated Attendance: 700-1,000+

The Oak Brook Park District is proud to team up with the Oak Brook and Hinsdale Police Departments to bring you a fun-filled evening that celebrates community! The event is FREE to attend and perfect for all ages. Come check out a demonstration from the Police, get a bite to eat, and play games with the police departments.



Autumn Fest

Date: September 17, 2022 | **Time:** 2-5pm | **Age:** All Ages

Location: Central Park

Estimated Attendance: 500-800+

Join Oak Brook residents as they enjoy food and beer vendors, games, a band/DJ, beer, children's activities, and fun photo opportunities. This event is the perfect way to connect with residents of all ages.



Halloween Trick-or-Treat Trail

Date: October 2022 | **Time:** 3:30-6:30pm | **Age:** All Ages

Location: Central Park

Estimated Attendance: 360+

Join participants for a 1/2 mile walk in the woods full of holiday spirit! Meet witches, ghosts, and other spooky characters as children trick-or-treat through the woods. Participants are invited to play games, make crafts, and take a leisurely hayride around the park.

*Commitment of In-Kind candy donation for your vendor table required.





The Pink 5k

Date: May 7, 2022 | **Time:** 6:30-10am | **Ages:** All Ages

Location: Central Park Campus

Estimated Attendance: 600-900+

Help fight breast cancer in stride at the Oak Brook Park District's annual Pink 5k Run/Walk. Over \$11,000 was donated to the Open Arms Breast Cancer Outreach Fund, Hinsdale Hospital Foundation from last year's event alone! Your partnership will help us exceed this milestone and provide lifesaving cancer screenings to women throughout the greater Chicagoland area.

Benefits	Presenting Sponsor	Corporate Sponsor	Support Sponsor	Vendor Booth
Investment	SPONSORED	\$4,000	\$3,000	\$300
▪ Exclusivity in Category	X			
▪ Check Presentation Photo	X			
▪ T-shirt	X	X		
▪ Banner on Jorie	X	X	X	
▪ Prominent Vendor Booth	X	X	X	X
▪ Thank You Shout Out During Race	X	X	X	X
▪ Marketing Collateral	X	X	X	
▪ Website Presence	X	X	X	
▪ Day of Signage	X	X	X	
▪ "In Honor" Banner	X	X	X	
▪ Social Media	X	X	X	
▪ Race Pack*	X	X	X	

*Investment: In-Kind donation

CURRENT PRESENTING SPONSORS:



EVERGREEN BANK
GROUP
MEMBER FDIC

CORPORATE SPONSOR:



WINTER LIGHTS

AT CENTRAL PARK

Winter Lights at Central Park

1-year Sponsorship: \$3,000

Date: Nov 24th - Jan 8th | Time: 4:30-9:30pm

Location: Outside Central Park West

Estimated Attendance: 30,000 - 40,000



The Oak Brook Park District created a half-mile, accessible, all-inclusive, moving winter light installation. This free event quickly became the most popular and cherished, bringing people from varying towns together.

Investment Includes:

- Logo and QR code to the organization's website on signage along the path
- Logo on group banner at the end of the trail with all event Sponsors
- Logo on our website event page
- Vendor booth weekly
- Mentions in press releases



COCOA CABIN

Cocoa Cabin

7 Nights Sponsorship: \$3,000 | Estimated Attendance: 550-1,000 per night

Central Park West becomes a winter wonderland! Participants will be able to warm up from the cold, with seasonal refreshments for purchase.

Investment Includes:

- Logo on event banner at Central Park West
- Logo on marketing collateral
- Logo on day of signage
- Logo on website event page
- Vendor booth weekly
- Mentions in press releases



ABC Preschool



Price per Event

**Level 1
\$150**

In-Kind

Verbal Acknowledgment
by Staff at Event

X

Logo on Day of Sign

X

X

Promotional Handout

X

X



Donuts with Grownups

In-Kind Donation: Donuts,
coffee, and/or kids drinks

Date: TBD 2022

Time: 9-11:30am | **Ages:** 3-5

Location: Family Recreation
Center Cori's Way

Estimated Attendance:
75 children and 75 adults



Spirit Week

In-Kind Donation: Based on the
daily theme

Date: May 16-20, 2022

Time: 9-11:30am | **Ages:** 3-5

Location: Family Recreation
Center Cori's Way

Estimated Attendance:
75 children



Graduation

In-Kind Donation: Snacks, drinks,
balloons, goody bags, bubbles

Date: May 26, 2022 | **Time:**
9:30am - 12pm - 2 ceremonies

Ages: 4-5

Location: Family Recreation
Center Cori's Way

Estimated Attendance: 40
children and 80+ adults



Hayride and Pumpkin Patch

In-Kind Donation: Mini pie pumpkins.

Date: October 17, 2022

Time: 10-11am | **Ages:** 3-5

Location: Family Recreation Center Cori's
Way

Estimated Attendance: 75 children



Halloween Trick-Or-Treat Parade

In-Kind Donation: Candy.

Date: October 31, 2022 | **Time:** 10-11:30am
| **Ages:** 3-5

Location: Family Recreation Center Cori's
Way

Estimated Attendance: 75 children and 75
adults



Price per Event	Thanksgiving Fest \$250	Galaxy Gallop \$600	In-Kind
Verbal Acknowledgment by Staff at Event	X	X	X
Logo on Day of Sign	X	X	X
Promotional Handout	X	X	X
Vendor Booth		X	
Logo on T-shirt		X	



Thanksgiving Feast

In-Kind Donation: Turkey, pie, stuffing, etc.

Date: November TBD 2022 | **Time:** 9:30-11:30am | **Ages:** 3-5

Location: Family Recreation Center Cori's Way

Estimated Attendance: 75 children and 75 adults

Preschoolers come together to enjoy a meal while learning about the pilgrims and the first Thanksgiving.



Galaxy Gallop

Date: Spring 2022 | **Time:** 10:45 - 11:45pm

Age: Preschool 3 and 4 year olds

Location: Synthetic Field

Estimated Attendance: Approximately 75 children and 75+ adults

Our ABC Preschool program hosts an annual mini fun run for our little preschoolers each year. Each child runs their heart out while competing against their classmates. Parents cheer as they pass the finish line.

CAMP



Camp

Date: June through August

Age: 3-12-year-olds

Estimated Attendance: 200-250 children

The Oak Brook Park District provides a fun and active camp experience for kids! Both Playground Camp (6-12-year-old) and Pee Wee Camp (3-5-year-old). The Summer Camp Program is an excellent way to connect with Kids and Adults. Campers engage in crafts, games, outdoor activities, athletics, and off-campus activity trips with fun weekly themes!

Summer Camp Sponsorship

**Sponsorship
\$2,000**

Camp T-shirts	X
Logo on the weekly camp newsletter	X
Ad in weekly camp newsletter	X
Seminar on Anti Bullying	X

Sign up before February

Full Page Ad in the Camp Guide	\$2,500
--------------------------------	---------





Programming

PIONEERS (60+ years)



American Mah Jongg

Sponsorship: \$500

Date: Fall/Winter/Spring Friday & Summer Tuesday | **Time:** 10am-12pm

Location: Family Recreation Center or Central Park West

Estimated Attendance: 30-50+

Pioneers utilize tiles to match suits, pick up/discard, and socialize with their friends. This is the perfect way to get to know our Pioneers in a relaxed and fun setting.

Investment Includes:

- Vendor at one or more Mah Jongg dates: 5 minutes to present before the start of the event
 - Note there is a class now called "Learn to Play Mah Jongg," which runs for three weeks.
- Pioneers appreciate snacks, refreshments, and giveaways.
- Logo placed on marketing materials for the program.





**Bundle
& Save**

Bridge Club and Brain Games

Sponsorship: \$300

Bridge Date: Every 2nd and 4th Monday of the Month

Time: 12:30-3:30pm

Brain Games: Every 1st Thursday of the Month

Time: 10-11:30am

Location: Central Park West or Family Recreational Center

Estimated Attendance: 30

The seniors socialize with friends as they play games in a relaxing setting.

Investment Includes:

- Vendor at one or more Bridge Club and Brain Games: 5 minutes to present before the start of the event.
- Pioneers appreciate snacks and giveaways.
- Logo placed on marketing materials for the event.

Trailkickers

Sponsorship: \$250

Date: Mondays from March-December (weather permitting)

Time: 10-11am | **Location:** Various

Estimated Attendance: 5-10

Pioneers join together for a 1.5-to-2-mile trek around the local parks, explore different forest preserves, and meet at various locations within a 5-mile radius (Fullersburg, Dean Nature Sanctuary, etc.).

Investment Includes:

- Join one or more walks get to know the participants!
- Seniors appreciate mini hand sanitizer, keychains, giveaways, etc.
- Logo placed on marketing materials and shirts for program.



Programming

PIONEERS (60+ years)

Discount!



Holiday Luncheon Concert Series

All 3 Concerts: \$500 | Individual Sponsorship: \$200

Location: Central Park West

Estimated Attendance: 18-25

Pioneers enjoy socializing, playing games, winning prizes, lunch, and live concerts.

Investment Includes:

- Opportunity to address the participants for 5 minutes before the event.
- Opportunity to provide giveaways or raffle prizes at the event.
- Logo placed on marketing materials.
- Logo in the Pioneer Post as sponsor of the Concert Series.

Concert Series Events:

- Fall Concert TBD.
- Winter Concert TBD.
- Spring Concert 2023 TBD.



Senior Luncheon Concerts In-Kind Donor

Tables: 4-5

Seeking donation of:

- Centerpieces
- Desserts
- Raffle Items
- Drinks, Coffee, and Water
- Table Cloths





Midday Movies

Sponsorship: \$300

Date: Monthly (Thursdays in winter, Wednesdays in summer) | **Time:** 1pm

Location: Family Recreation Center

Estimated Attendance: 12-20

Pioneers come together midday to eat popcorn and watch a variety of movies. This is the perfect way to get to know our pioneers in a relaxed and fun setting.

Investment Includes:

- Vendor at two Midday Movies: 5 minutes to present before the start of the movie.
- Seniors appreciate snacks, popcorn, candy, giveaways, etc.
- Logo placed on marketing materials for the event.



Oak Brook Travel Club



Oak Brook Travel Club

1 year Sponsorship: \$1,000

The Oak Brook Travel Club go on holiday with their friends. Participants take tours to learn about new cultures.

Investment Includes:

- Logo on marketing materials for the program.
- Logo on travel club giveaways.
- Logo in our seasonal brochure.
- Logo on the Park District website.
- Logo in the Pioneer Post .
- Mentions in press releases .
- Vendor at travel club info nights 2x per year.



Day Excursions

13-20 trips per year

Day Excursions Sponsorship: \$1,000

Every year the Park District offers day trips to various destinations. Excursions include city tours, theaters, gardens, museums, restaurants, hidden treasures, and more! The possibilities are endless.

Investment Includes:

- Logo on marketing materials for the trips.
- Logo in our seasonal brochure.
- Logo on the Park District website.
- Logo in the Pioneer Post.
- Mentions in press releases.
- Provide giveaways for participants.





Programming

STARS Swim Team



STARS Swim Team

Sponsorship: \$2,125

Date: May 2023 -April 2024 | **Time:** Monday-Friday Evenings

Home Swim Meets: 10/annually

Estimated Attendance: 125

STARS is a competitive recreational swim team open to swimmers ages 6-18. Our goal is to encourage a love of swimming while developing swimmers into the very best competitors they can be. This inclusive recreational program encourages growth based on personal goals and abilities.

Investment Includes:

- Logo in Summer, Fall, and Winter/Spring Digital Brochures as STAR's Sponsor.
- Logo on all Marketing Materials.
- One Banner in the Family Aquatic Center for the duration of the sponsorship.
- Logo on all swim caps co-branded with OBPARKS logo .
- Complimentary ads in the monthly e-newsletter.
- Complimentary 1/3 ad in the Fall Brochure.



Programming

Youth Basketball

All-Inclusive Full Year

\$13,000

Logo on every jersey (800+ jerseys)

Four, *half-page* brochure ads

Logo on schedules and pre-season packets

TV Ad for one year

Name recognition on the website

Logo with hyperlink on the website

Vendor at all seasonal games

Fall or Winter

\$4,000 - Per Season

Fall: October - December

Winter: January - March

Logo on every jersey (300+ jerseys)

One, *half-page* brochure ad

Logo on schedules and pre-season packets

TV Ad for one year

Name recognition on the website

Logo with hyperlink on the website

Vendor at all seasonal games

Supporting Sponsor Full Year

\$5,000

Logo on every jersey (800+ jerseys)

Four, *quarter-page* brochure ads

Logo on schedules and pre-season packets

TV Ad for one year

Logo with hyperlink on the website

Vendor at all seasonal games

Summer

\$3,000

June - July

Logo on every jersey (150+ jerseys)

One, *half-page* brochure ad

Logo on schedules and pre-season packets

TV Ad for one year

Name recognition on the website

Vendor at all seasonal games





Basketball Control System:

Sponsorship: \$7,000

Approx. Impressions: 5,000 per month

Location: Family Recreation Center Gymnasium

The Oak Brook Park District seeks to convert all 18 basketball hoops to an automated system.

Investment Includes:

- A Banner in the gymnasium for three years, 15'x5'
- Logo on each basketball hoop's glass for three years, 18"x18"
- Logo on the website page for the gymnasium



CENTRAL PARK WEST



Central Park West Preferred Vendors

As a Preferred Vendor, the Oak Brook Park District will put your business at the helm of the conversation. Clients rent Central Park West for various occasions, including weddings, baby showers, quinceañeras, birthdays, and graduations. Renters often seek services to create a unique and special event experience and the Park District can recommend reputable local businesses. With the support and trust of the Park District, Preferred Vendors have the option to choose from 3 partner opportunities that will guide renters, while delivering exposure for their business.

1 Year Partnership	Full Marketing	Partial Marketing	Minimal Marketing*
Investment	\$300	\$100	\$50
Logo with Hyperlink on Central Park West Event Webpage	X	X	X
Logo in Preferred Vendor Contact List "Welcome Packet"	X	X	X
Social Media Recognition	X	X	X
Logo on the Central Park West Page of the Seasonal Brochure	X	X	
Organization's Marketing Materials Given at Tours	X		

*10% discount to renters required

Stats

Location: 1500 Forest Gate Rd.

Preferred Vendor Partnership: 1 year

Average Bookings: 100+

Contact List: 350+

Facility Tours Upon Request - 120 Tours/Year with groups averaging 3+ people per tour

Central Park West Event Page Views per Year: 24,000





PRINT ADVERTISEMENT

Pioneer Post
60+ programming.
Oak Brook Park District

PROGRAMS

REGISTRATION DATES
Residents: December 6 / Nonresidents: December 20
PLEASE PRE-REGISTER FOR ALL CLASSES.

BRAIN GAMES
Join us on the 1st Thursday of the month to exercise your mental muscle with a variety of math and word activities, puzzles, games and fun activities. This interactive program is designed for people who want to keep their brain healthy and active. You'll be surprised how fun exercising your brain can be. Ages: 60+
Family Recreation Center, Autumn Oaks

Code	Day	Date	Time	Fee
18105	Th	1/4/23	10am-11:30am	Free

AMERICAN MAH JONGG OPEN PLAY
Join us for a game of American Mah Jongg. Play with different friends at this open play format. This is an opportunity to connect and play with others that enjoy Mah Jongg. Pre-registration is required. Ages: 18+
Family Recreation Center, Studio C

Code	Day	Date	Time	Fee
18109	F	1/7/23	10am-12pm	\$10

BRIDGE CLUB
Do you like to play bridge? Come out and join our group on the 2nd and 4th Monday of the month! Register here and receive an email to schedule the days you are available. Pre-registration is required. Ages: 60+
Family Recreation Center, Canterbury Room

Code	Day	Date	Time	Fee
18111	2nd & 4th M	1/10-5/23	12:30-3:30pm	Free

LEARN TO PLAY AMERICAN MAH JONGG
Learn how to play American Mah Jongg in a comfortable, instructional environment. The American version of the game was brought from China in the 1920s. It is both a game of skill and luck (and very addictive!). It uses tiles to match suits and pick up/discard, much like how we use cards in games. We are very excited to have an instructor that is very enthusiastic to help us learn from this fun game! Please note: This is for individuals new to Mah Jongg. Pre-registration is required. Ages: 18+
Family Recreation Center, Canterbury Room

Code	Day	Date	Time	Fee
18173	F	1/14-1/28	10am-12pm	\$25/\$31
19500	F	2/25-3/7	10am-12pm	\$25/\$31

WINTER/SPRING 2022
January-May

PIONEER TRAILKICKERS
Join us Monday mornings for a 1.5-2 mile trek around the park! We will explore different forest preserves, parks and meet at different locations within a 5 mile radius (FullerSburg, Dean Nature Sanctuary, etc.) You will receive emails with our locations each week! All new members receive a Trailkickers t-shirt!

Code	Day	Date	Time	Fee
18118	M	3/7-5/28	10-11am	\$10

AARP DRIVER SAFETY **NEW DATE**
Studies have shown fewer fatal or injury-causing crashes and violations occur among drivers (55+) who have taken this nationally-recognized course. After completing both days of four-hour classes, you may be eligible for multi-year auto insurance discount from your company. The AARP Course's goal is to keep seniors safe and mobile. Family members may also register for the course to understand the issues facing older adults. For more information on this AARP Smart Driver Course, call 630-258-2342. Sign up at Oak Brook Park District or online to reserve a space in class. Payment by cash or check of \$20 for AARP members or \$25 for non-AARP members will be collected at the start of class by the instructor. Ages: 60+
Family Recreation Center

Code	Day	Date	Time	AARP/Non-AARP Member Fee
18079	M & T	5/9-5/10	12-4pm	\$20/\$25 Pay onsite

RULES OF THE ROAD
This is a driver's training review course taught by an instructor from the Secretary of State's office. Advanced registration is recommended for this free class. Materials will be available at class. Pre-registration is required. Ages: 60+
Family Recreation Center, Canterbury Room

Code	Day	Date	Time	Fee
18184	F	3/18	1-3:30pm	Free

Pioneer Post

60+ years

Delivery Date: 3 Seasons

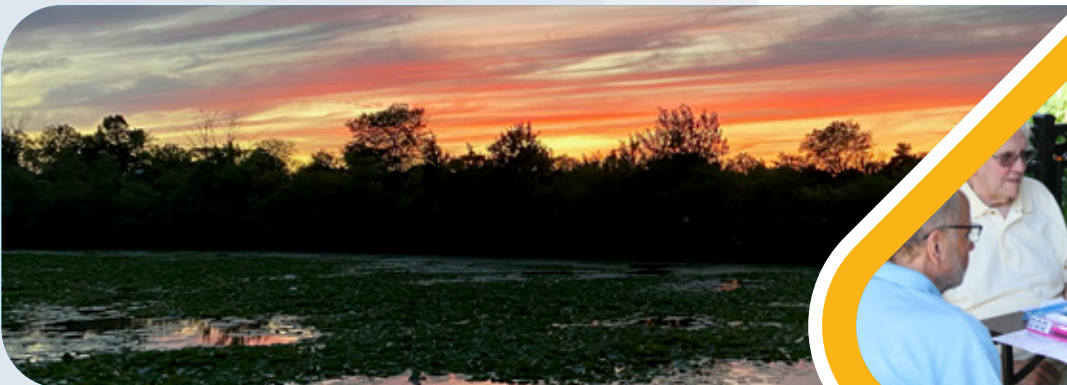
Number of Publications Delivered: 1,000+ yearly

Emailed: 4,000+ per series

The Pioneer Post is delivered to households three times a year: Summer, Fall, and Winter/Spring



	Full Page Ad	Half Page Ad	Third Page Ad	Quarter Page Ad
Single Issue	\$1,500	\$500	\$315	\$190
Three Issue Discount	\$3,500	\$1,200	\$800	\$400





Banner*

Corporate banners are placed in the Family Recreation Center Gymnasium, Ballfield Outfield, and Outdoor Pickleball Courts.

Outdoor Pickleball Courts

\$800 for 7 months, banner size 3'H x 6'W

Gymnasium

Approx. Impressions: 30,000

\$750 for 6 months, banner size 5'H x 15'W

\$1,200 for 12 months, banner size 5'H x 15'W



Ball Fields

Approx. Impressions: 53,760 per field

\$875 for 7 months, banner size 12.5'H x 6'W

Tennis Center

Approx. Impressions: 500+ daily

\$750 for 6 months, banner size 3'H x 9'W

\$1,000 for 12 months, banner size 3'H x 9'W

*We print and hang banners for an additional investment of \$150.



DIGITAL MEDIA



Seasonal Brochure

Average page views per brochure: 1,000

Take advantage of this opportunity for your organization's message to be included in our digital publication that reaches Oak Brook and our neighboring communities.

Available ad sizes (All ads are in full color)

Full Page	Half Page	Third Page Horizontal	Quarter Page Horizontal	Quarter Page Vertical
8.5"x11"	8.5"x5.5"	8.5"x3.6"	8.5"x2.75"	4.25"x5.5"

	Size	Fee Per Brochure	Fee Full Year Discounted
• Full Page	8.5"x11"	\$500	\$1,600
• Half Page	8.5"x5.5"	\$300	\$800
• Third-page horizontal	8.5"x3.66"	\$150	\$550
• Quarter-page horizontal	8.5"x2.75"	\$125	\$450
• Quarter-page vertical	4.25"x5.5"	\$125	\$450





Monthly Membership Challenge

Sponsorship: \$1,200

Average Daily Visits: 230+

All Oak Brook Park District members have the opportunity to participate in the Monthly Membership Challenge!

Members with at least 20 visits are entered into a raffle each month. The winner is selected each month randomly.



Investment Includes:

- Logo on all digital exercise equipment (43 screens)
- Logo on two additional signs in the Family Recreation Center common areas
- Logo on a monthly winner poster in the Gymnasium
- Logo on Monthly Membership Challenge webpage

TV Advertisements

Approx. Impressions: 41,261+ monthly patrons enter the facility to use the Track, Fitness Center, Gymnasium, and Aquatic Center.

The Oak Brook Park District allows a total of 10 advertisements per TV. TV ads cannot display alcohol.

6 month ad: \$600 | **12 month ad:** \$1,000

Specs: 40" HD LED Screen

Dimensions: 1366x768 px (jpg), 18.9"x10.6"

Ad: 10 seconds every 1 minute and 40 seconds



E-Newsletter

Approx. Impressions: Emailed to 4,934 active participants

Active participants are e-mailed the Park Districts' upcoming events and programs on the 1st of each month.

1 month ad: \$85 | **6 month ad:** \$500 | **12 month ad:** \$1,000

Dimensions: 540x65 pixels



NAMING RIGHTS



Synthetic Turf Field Naming Rights

Investment Includes: 10 years, \$500,000

This sponsor has sole naming rights to the synthetic field.

Signage:

- Name displayed on the Oak Brook Park District sign at the corner of Forest Gate Rd & Jorrie Blvd.
- Name displayed on the Oak Brook Park District sign at the corner of Forest Gate Rd and the Forest Gate community.
- Name displayed on the directional sign on the grass island between the synthetic field and the Tennis Center.
- Final approval on synthetic field signage before installation.

Score Board:

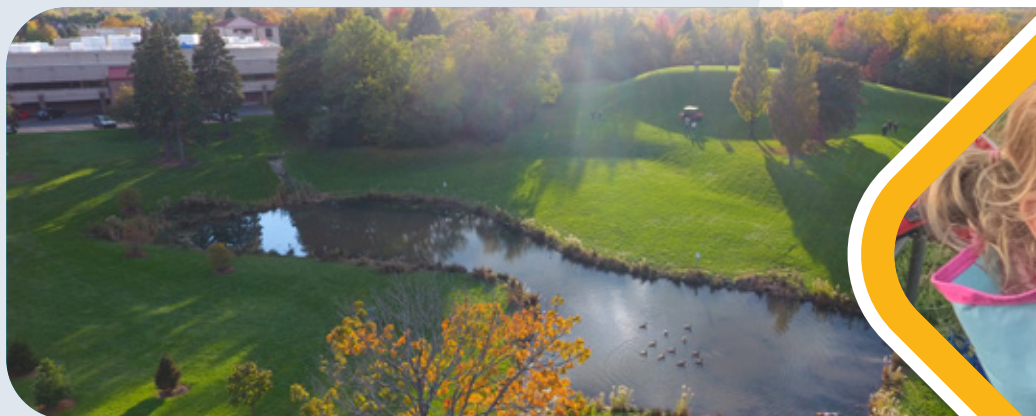
- Logo is placed on the top of the scoreboard, running horizontally with a minimum of thirty feet in length.
- Sole sponsor on the scoreboard panel.

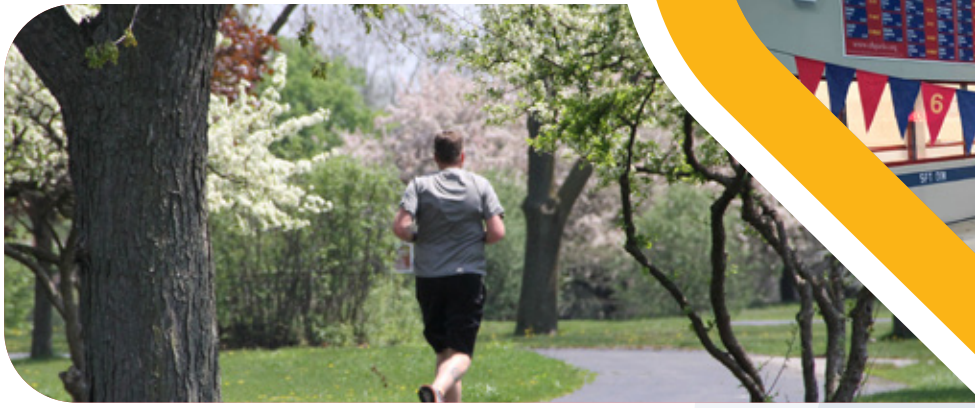
Additional Logo Placement

- Logo placed on a poster in our fitness center.
- Logo placed on our webpage for the synthetic field.

Additional Marketing

- Logo will have signage at the Winter Lights at Central Park event for an additional 10 years, or until sponsorship of the field ends.
- Logo placed at one Disc Golf Hole with a QR code.





Family Aquatic Center Video Display

Investment Includes: 10 years, \$50,000

Score Board specs: 6"x10"

STARS Swim Team Scoreboard + Ad Space

State-of-the-art communication tool for all Aquatic programming including the STARS Swim Team. The Scoreboard will be located on the east wall in the Aquatic Center, nearest to the Lap Pool.

The board will have the ability to display the donor's name and/or logo with verbiage "donated by."

Additionally, there will be the capability for a digital ad of the donor's choice to be displayed when there is no program use.



Used for scheduling, aquatic programming, swim team timing, and the STARS swim team. The Scoreboard Video Board has the capability for:

- Timing system for Swim Team
- Scoreboard naming rights
- Multi-line messaging
- Promotion for events
- Full video display
- Picture slide show
- Video feed



NAMING RIGHTS



Tennis Center- Naming Rights

Investment includes: 10 years, \$1,000,000

This sponsor receives sole naming rights to the Oak Brook Tennis Center facility.

Investment includes but is not limited to:

- Name Displayed on Directional Signage
- Name Displayed on Facility Signage
- Name Displayed on Staff Uniforms
- Name Displayed on Camp and Tournament Apparel
- Print and Digital Opportunities
- Company Facility Rentals
- Memberships (25+)

Additional Placement:

- Banner at the Indoor Courts

Additional Marketing:

- Marketing Materials at the Family Recreation Center
- Logo placed at one Disc Golf Hole with QR Code



Electronic Scoreboard Sponsor

Investment: 2 years, \$1,400

The Tennis Center Electronic Scoreboard will display the score of each match. The scoreboard will be displayed daily during general play, private lessons, camp, and tournaments.

Investment Includes:

- Logo and or organization's name on the scoreboard



TENNIS CENTER



About the Tennis Center

Participants come to improve their tennis game!

The Oak Brook Tennis Center facility offers various amenities and services; with eight outdoor courts open from April to October and eight indoor courts available year-round, the Tennis Center offers a comfortable experience for players and spectators. The Tennis Center Spectator Viewing Lounge features floor-to-ceiling windows.

Athletes enjoy playing on the USTA blue and green Tennis Courts, with cushions to reduce leg fatigue and provide a resilient bounce. Participants utilize the many campus amenities, including the pro shop, fitness room, and saunas providing a platform to shape players into the best competitors.

The Tennis Center receives players interested in gameplay, Junior Development, Ten and Under Academies, Highschool Training, and High-Performance athletes. The staff coaching philosophy is game bases and live ball practice.





OAK BROOK PARK DISTRICT FOUNDATION

● The Oak Brook Park District Foundation

The Oak Brook Park District Foundation helps create a strong and more viable community to live, work, and play. Donations help support programs, special events, the beautification of parks, facilities, and enhance community services.

The Oak Brook Park District Foundation is a not-for-profit organization registered with the State of Illinois. The Foundation has supported the Oak Brook community since 2011 by providing financial support for educational, recreational, and social programs.

While the Foundation currently supports Universal Play, open lands, and free community programming, its relationship with the Oak Brook Park District remains strong.

All donations are tax-deductible under the full extent of the state and federal laws. Please refer to IRS publications 526 for specific information. The Oak Brook Park District Foundation is a non-profit partner to the Oak Brook Park District that will accept your donation on their behalf and restrict the funds for use in Park District activities.



● Mission Statement

The Oak Brook Park District Foundation is committed to assisting the Oak Brook Park District by securing philanthropic support on its behalf to enhance the use, growth, and preservation of parks, open lands, facilities, and programs.

● Vision Statement

Enhance the overall holistic quality of life of the Oak Brook community by supporting the development, preservation, and restoration of recreational facilities, parks, open lands, and programs.





Sandlot - Universal Playground

Donation: \$1,000+

Investment includes: Organization's logo or name on the Donor Memorial plaque at the entrance of the Playground.

It takes a team to build a dream, and we can't do it without you. The Oak Brook Park District and the Oak Brook Park District Foundation ensure that no one is left on the sidelines. So much so that we built an all-inclusive, universal playground to serve all community members, regardless of age or ability.

This playground is designed to remove physical and social barriers so all individuals can play side by side with their peers and families. The playground is fully fenced, and the features are accessible through double-wide ramping. From parents and grandparents with limited mobility to children and families, this incredible park will provide a fun and interactive environment where everyone can experience the benefits of playing together.





Central Park Disc Golf

Donation: 3 years, \$3,000

The Oak Brook Park Districts' Disc Golf Course is one of the most unique 9-hole courses in the country. The Disc Golf Course is meticulously designed over gently rolling terrain (Slope: 0%-8%) that is accentuated by trees and water. The composite course features 19 tee pads - nine brick pavers and ten synthetic turf pads - as well as three holes with alternate target placements to accommodate all skill levels. The Carolina Buckthorn rough truly tests the finesse and precision of all disc golfers.

Investment Includes:

- QR code on a sign at the sponsored hole.
- Logo on the Disc Golf webpage.



Dean Nature Sanctuary Bees

Donation: 3 years, \$3,000

The Oak Brook Park District works with Sweet Comb Chicago to establish a healthy apiary or land for bees. Micro apiaries, such as the one at Dean Nature Sanctuary, give honeybees vital access to native and nutrient-rich pollen necessary to cultivate healthy colonies.

Investment Includes:

- Naming rights of a Bee Hive
- Signage near the Bee Hive
- Recognition on the Park District website and marketing materials.
- Receive 190 oz (12 Bottles) of honey per year





Community Ice Rink

Date: Winter | **Time:** Varies | **Age:** All Ages

Location: Central Park West Volleyball Court

Presenting Sponsor: \$1,700

Corporate Sponsor: \$1,500



The Oak Brook Park District Ice Rink is a seasonal feature of Central Park. Our rink features benches and overhead lighting. Ice skating, hockey, curling, and other sports can be played on the rink.

Investment Includes:

• Presenting Sponsor

- Banner at the Ice rink
- Opportunity for a vendor table at two events-comped
- Website Presence
- E-newsletter

• Corporate Sponsor

- Banner at the Ice rink
- Website Presence
- E-newsletter





SPONSORSHIP OPPORTUNITIES BROCHURE 2022

For more information contact
Rachel Jones at:

rjones@obparks.org
(630) 645-9521

