

Showcase your business to thousands of Fox Valley patrons that visit us every day!



2020 Sponsorship Opportunities



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Partnership & Sponsorship Supervisor

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stcparks.org

It is the Park District's mission to enrich the quality of life of residents through excellence in programs, parks, facilities and services.



2020 Calendar of Events

Mom & Son Date Night	Feb 1	Pottawatomie Community Center
Daddy & Daughter Dances	March 7 & 14	Pottawatomie Community Center
Springtime on the Farm	April 4	Primrose Farm
Easter Egg Hunt	April 4	Pottawatomie Community Center
Doggie Egg Hunt	April 4	James O. Breen Community Park
Breakfast with the Easter Bunny	April 8	Pottawatomie Community Center
Amazing Race	April 19	Downtown St. Charles
Swing into Summer Barn Dance	May 16	Primrose Farm
Tiny Tots Track Meet <i>(Summer)</i>	June 6	School District Track
Splashes, Dashes & Spokes Youth Triathlon	July 18	Otter Cove Aquatic Park
Park Palooza on the Fox	Aug 16	Pottawatomie Park
Big Truck Show	Sep 5	James O. Breen Community Park
Tiny Tots Track Meet <i>(Fall)</i>	Sep 19	School District Track
Farm Frolic	Sep 27	Primrose Farm
Sunset Sip & Stroll	TBD in Sep	Mt. St. Mary Park
Moonlight Hayrides	Oct Fri/Sat	Primrose Farm
Norris Recreation Open House	Dec 5	Norris Recreation Center
Polar Express	Dec 5, 6, 12, 13	LaFox to Wheaton Train Ride

**Dates subject to change*

Also Available!

- Various aquatic events at both **Swanson Pool** and **Otter Cove Aquatic Park**
- Fun theme nights on the **Paddlewheel Riverboats**
- Many more opportunities for you and your business to support community events & activities *(refer to seasonal Activity Guide for details!)*
- **Plus!** Ask about our **Summer Concert Series** and our **Adult Activity Center Sponsorships**

Special Event Sponsorship Packages

Premium Sponsorship Package

\$500 per event entitles you to:

- Business logo/name placement on printed & digital promotions prior to the event (*when committed prior to marketing deadlines*)
- Business name recognition in press releases and social media posts
- Business name, address, phone number and website link in sponsor thank you section of one monthly eBlast sent to 20,000+ emails; 22% open rate
- Opportunity to have a table space on site the day of the event
- Business logo/name recognition the day of the event
- Business logo/name on Facebook thank you post
- Business name, address, phone number and website link on the Park District's sponsorship recognition web page



Standard Sponsorship Package

\$250 per event entitles you to:

- Opportunity to have a table space on site the day of the event
- Business logo/name recognition the day of the event
- Business logo/name on Facebook thank you post
- Business name, address, phone number and website link on the Park District's sponsorship recognition web page



In-Kind Sponsorships

Valued at \$500 entitles you to:

- Business logo/name placement on printed & digital promotions prior to the event (*when committed prior to marketing deadlines*)
- Business logo/name recognition the day of the event
- Business logo/name on Facebook thank you post
- Business name, address, phone number and website link on the Park District's sponsorship recognition web page



In-Kind valued at more than \$1000 annually entitles you to the incentives listed above and table space at selected events



Event specific add-ons include:

- Option to provide items for goodie bags
- Option to provide raffle prize, coupons or discounts

Ask about becoming an annual park partner and packaging multiple events for the year!

Concerts in the Park Sponsorship Packages

Concerts are held on Thursdays at 7pm from June 4 to August 6 (no concert July 2)

Each summer 11,000+ people of all ages enjoy a variety of musical talent at the historic gazebo on Lincoln Park.

Presenting Concert Sponsorship

\$3000 entitles you to:

- Opportunity to have table space on site at ALL concerts
- Quarter (1/4) page color ad in one seasonal activity guide, mailed to 26,500 residential customers (when committed by marketing deadlines)
- Business name on sponsorship signs from June to August at two corners of Lincoln Park visible from Main Street (when committed by marketing deadlines)
- Opportunity to speak for one minute on stage at the beginning of three concerts (choose dates in April)
- All incentives listed in the \$1200 Supporting Sponsorship

Supporting Sponsorship

\$1200 entitles you to:

- Opportunity to have table space on site at three concerts (dates TBD)
- Business logo/name, address, phone number and website recognized in a special Summer Concerts in the Park pamphlet; 2,500 copies distributed (when committed by April 15)
- Business name recognized in press releases and social media posts for concert promotions
- All incentives listed in the \$500 Supporting Sponsorship

Supporting Sponsorship

\$500 entitles you to:

- Opportunity to have table space on site for one concert (dates TBD)
- Business name, address, phone number and website link in sponsor thank you section of three concert eBlasts sent to 20,000+ emails; 20% open rate
- Business name and website link listed in thank you section of concert web page
- Business logo/name recognition the day of the event
- Business logo/name on Facebook thank you post

Maximum of 4 sponsor booths per concert date





Adult Activity Center
8 North Avenue
in Pottawatomie Community Center
St. Charles, Illinois 60174

AAC Sponsorship Packages

Pot Luck Sponsorship

\$100 minimum entitles you to:

- Opportunity to speak for 5-7 minutes to promote your business to event participants
- Business logo/name recognized in one bi-monthly AAC newsletter distributed in print to 750+ adults, age 50+
- Promotional materials, provided by you, will be available to event participants and in the AAC (*while supplies last, 50 max*)

Annual Sponsorships

\$500 entitles you to:

- Educational speaking opportunity presented to participants at one Brown Bag Lunch event
- Business logo/name recognized in six concurrent, bi-monthly AAC newsletters distributed in print to 750+ adults, age 50+
- Business logo/name recognized in Park District's seasonal activity guide, mailed to 26,500 residential customers
- Business name, address, phone number and website link on the Park District's sponsorship recognition web page
- Promotional materials, provided by you, will be available for participants in the AAC

\$1000 entitles you to:

- 2.5-inch wide by 8-inch high advertisement in six concurrent, bi-monthly AAC newsletters distributed in print to 750+ adults.
Ad must include text: Proud supporter of the St. Charles Park District
Send ad in a high resolution PDF format to cgraham@stcparks.org.
If needed, Park District staff can design an ad for an additional fee.
- 8.5 x 11 poster featuring your business name, address, phone number and website as a supporter of AAC activities for one year
- All incentives listed in the \$500 Annual Sponsorship category

Sponsorship examples: Coffee Sponsor, Game Sponsor, Movie Sponsor & more!

****Current Trip Snack Sponsor – Synergy Home Care**

****Current Trip Transportation Sponsor – St. Charles Bank & Trust**





3975 Campton Hills Road
 in James O. Breen Community Park
 St. Charles, Illinois 60175
 stcnature.org

Each year 50,000+ unique visitors enjoy Hickory Knolls through drop-ins, programs and special events.

Sponsorship Packages

Critter Companion Sponsorship

\$300 entitles you to:

- Opportunity to have a table space on site at one HKDC special event or program
- Business name plaque placement near sponsored animal or reptile for 12 months
- Business name, address, phone number and website link on the Hickory Knolls Discovery Center's sponsorship web page

Annual Event Sponsorship

\$1000 entitles you to:

- Business name, address, phone number and website link in sponsor thank you section of one quarterly eBlast sent to 900+ emails; 28% open rate
- Business logo/name placement on printed & digital promotions prior to events (when committed prior to marketing deadlines)
- Business logo/name on Facebook thank you post
- Opportunity to have a table space on site at each event
- Business name, address, phone number and website link on the Hickory Knolls Discovery Center's sponsorship web page
- Promotional materials, provided by you, will be available to event participants and in HKDC (while supplies last, 50 max)

2020 Events at Hickory Knolls

• Flashlight Egg Hunt	April 9 & 10
• Butterfly Ball	May 15
• Firefly & Friends Fest	June 26
• Jim Gill Concert	Sep 19
• Wild New Year's Eve Celebration	Dec 31



New! Advertising Opportunities

Buzz TV Advertising

For an **additional \$100 per month**, advertise your business on the District's Buzz TV Network (1-2 slides), which will be viewed by thousands of visitors each month at:



- Pottawatomie Community Center (2 screens)
- Hickory Knolls Discovery Center (2 screens)
- Norris Recreation Center (1 screen)
- Sportsplex (1 screen)
- Online at the top of the SCPD Buzz web page (1 slide)



Sportsplex Banner Advertising

For an **annual investment of only \$1200**, highlight your business on an 8-foot wide by 4-foot high, 1-sided banner along one turf field wall.

Banners must be per designated specs or the St. Charles Park District can design and print your banner for an additional fee of \$195 per banner.

Specs: Banner must be vinyl, hemmed and have 3 grommets across the top.



Sportsplex Premium Flag Pole Banners Advertising

For an **annual investment of only \$1800**, feature your business right down the center of both turf fields on busy game days. *Only 4 Premium spots available.*

The Flag Pole Banner will be printed on both sides and can be designed and printed by St Charles Park District for an additional fee of \$175.

Specs: 24" w X 5' h (3" buffer for pockets on top & bottom)



Paddlewheel Riverboat Sponsor Signage

10,000+ passengers per season and unlimited Pottawatomie Community Center patrons per year possible with the new dock sign program!

Available May – October

- **Premium Spots: \$500 – Only 3 spots available!**
 - Signs face the parking lot
 - Signs are 2x2 full color and you get one on each side of the dock
 - Signs designed and printed by SCPD
- **Standard Spots: \$350 – Only 6 spots available!**
 - Signs sit on the sides of the ramp
 - Signs are 2x2 full color and you get one on each side of the dock
 - Signs designed and printed by SCPD

