



**PARK DISTRICT**  
of OAK PARK

## Advertising and Sponsorship Opportunities

Reach thousands of potential customers at the Park District of Oak Park.



The Park District of Oak Park, created in 1912, **serves the recreational needs of the 53,000 residents** of Oak Park, providing nearly 3,000 recreation programs and special events annually.

**Advertising and/or Sponsorships with the Park District of Oak Park provides ample opportunity to reach Oak Park residents.**

The Oak Park community is comprised nearly 53,000 residents. A closer look at the the community reveals the following:

- 21,600 total households (6,920 households with children; 14,700 households without children)
- Average household income is \$133,860 (3,900 people live below the poverty level)
- Approximately 39,500 adults of which 7,700 are seniors



**WELCOME**

to the **PARK DISTRICT OF OAK PARK**

Discover the **FUN** Within Your **REACH**

[www.pdop.org](http://www.pdop.org)



**The mission of the Park District of Oak Park is to enrich lives by providing meaningful experiences through our programs, parks, and facilities.**

We measure success by looking at how well we serve the Oak Park community.

**32% of Oak Park households** participate in our programs and events on an annual basis. 75% are repeat customers!



**In Oak Park, we serve:**

- 95% of the youth
- 63% of children under age 5
- Over 40% of teens
- Approximately 19% of adults
- Approximately 9% of seniors

**We serve them everywhere!**

- 2 outdoor pools
- Indoor year-round ice rink
- Gymnastics & Recreation Center
- 7 Recreation Centers
- 3 Historic Properties which include Cheney Mansion, Oak Park Conservatory, and Pleasant Home
- 18 parks (total of 84 acres)



**From big to small, there is an advertising and/or sponsorship opportunity to meet your needs.** If your business or organization is interested in connecting with the community, we encourage you to look at the many sponsorship opportunities available at the Park District of Oak Park.

**Seasonal Events - Take advantage of sponsorship opportunities**

Fall Fest  
 Movies in the Park  
 Summer Concerts  
 KidsFest  
 Egg Hunt  
 Fright at Night  
 Santa Trolley  
 Winter Fest  
 Doggie Egg Scramble  
 Frank Lloyd Wright Races



**The 45th annual Frank Lloyd Races are back in person this year!**

Enjoy a run, jog, or walk through the tree-lined streets of Oak Park and take in the remarkable architecture of Frank Lloyd Wright as you make your way through the course. T-shirt for all participants. **Registration will open in August.** More info coming soon at [www.flwraces.com](http://www.flwraces.com)



**10K Run**  
 This course takes runners past eight homes designed by Frank Lloyd Wright including his home and studio.

**5K Walk/Run**  
 This course is perfect for running or walking with friends, family, or a team.

**Youth Mile**  
 Fun for kids 14 and under. Run with friends or siblings.

**Program Guides - Various size advertisements are available**

Spring/Summer  
 Fall/Winter  
 Or both!



*Petite Weddings*  
 AT PLEASANT HOME

Specially designed for an intimate celebration with up to 50 guests, our new Petite Wedding package provides the beauty and elegance of Pleasant Home with an exquisite dining experience from Premier Catering and Events, making your wedding planning simple and stress-free while keeping your special day distinctly charming.

Find out more at [pleasanthomeop.com/petiteweddings](http://pleasanthomeop.com/petiteweddings)

**Parks & Facilities - Advertise on-site at a variety of facilities and parks**

Paul Hruby Ice Arena  
 Pool - Ridgeland Common  
 Pool - Rehm Park  
 Tennis Courts - Euclid Square  
 Tennis Courts - Taylor Park  
 Dog Park - Ridgeland Common  
 Dog Park - Maple Park  
 Sports Field - Ridgeland Common







## SEASONAL EVENTS ADVERTISING

Throughout the year, the Park District of Oak Park features special community events for a variety of audiences.





## SEASONAL EVENT Sponsorship Benefits



Sponsorship Benefits	Sponsorship Level <i>(see price levels in event descriptions on following pages)</i>			
	Presenting	Community	On-Site	In-Kind
Premium co-branding on event collateral	√			
Premium logo placement	√			
Print: Posters/Flyers	√	√		
Print: Program guide (logo by event)	√	√		
Print: Event banners	√	√		
Digital: Social media tags and posts	√	√		
Digital: Email blasts	√	√		
Digital: Website (logo placement and link by event)	√	√		
Event: Table space (tent, table and chairs)	√	√	√	
Event: Recognition on stage	√	√	√	
Event: Sponsor provides promotional giveaways	√	√	√	
Event: Sponsor provides suitable activity	√	√	√	
Event: Sponsor product placement				√

- Benefits vary by event. Sponsorship price levels vary with some events. See the event descriptions for details.
- Only one (1) Presenting Sponsor per event.
- In-kind sponsors provide goods and services, increasing dollars raised that go directly to the event. Benefits are based on the approximate value of the donation and is at the discretion of the Park District of Oak Park.

## SEASONAL EVENT Sponsorship Opportunities

EVENTS AT-A-GLANCE		
Event	Attendance (approx.)	Month Held
Winter Fest	100	January
KidsFest	600-800 kids	March
Egg Hunt	1,000	April
Doggie Egg Scramble	50-100 dogs & their humans	April
Fall Fest	1,000 - 2,000	September
Movies in the Park	200 per movie	Thursday Evenings; One movie per month in June, July, August, September
Summer Concerts	300 per concert	Sunday Evenings in June, July, August
Fright at Night	600 kids	October
Spooky Stroll	200	October
Frank Lloyd Wright Races	2,000+	October
Santa Trolley	500	Two Sundays in December

### EVENT DESCRIPTIONS

**Fall Fest:** Rehm Park is transformed to celebrate Fall with themed games and activities, a DJ, train rides, food vendors and a pumpkin patch at the Oak Park Conservatory.

- *Sponsorship Opportunities: Presenting (\$1,000), Community (\$500), On-site (\$250) or In-kind*

**Fright at Night:** Kids enjoy trick or treating, entertainment, and creatures stirring in the 'Botanical Forbidden Forest' at Oak Park Conservatory during this fun Halloween event!

- *Sponsorship Opportunities: In-kind*

**Spooky Stroll:** Austin Gardens is decked out for kids and families to explore the spooky settings all around the park. Activities include a costume parade, pumpkin carving and decorating, making monsters, Halloween stories around the fire and an evening with a magic show!

- *Sponsorship Opportunities: On-site (\$250) or In-kind*

**Frank Lloyd Wright Races:** This popular annual event is one of the longest running racing events in Illinois with individuals, friends and families participating in a 5K Run/Walk, 10K Run and Youth Mile for ages 5 & up.

- *Sponsorship Opportunities: Presenting (\$4,500), Youth Mile (\$1,500), Community (\$1,500), T-shirt (\$750), On-site (\$500) or In-kind*

## SEASONAL EVENT Sponsorship Opportunities

WINTER

**Winter Fest:** This special pop-up event held in Austin Gardens has attendees enjoying some old-fashioned winter fun in the snow ('snowball' fight, 'dog sled' races, and more), outdoor ice skating, indoor activities, music, hot chocolate, a warm fire and gooey s'mores. Date TBD in Late January or early February.

- *Sponsorship Opportunities: On-site (\$250) or In-kind*

**Santa Trolley:** Starting and ending at Oak Park Conservatory, the Santa Trolley takes families on a ride where they spend time with the Head Elf as she lifts your spirit to visit Santa and Mrs. Claus. This event includes special displays at Oak Park Conservatory, entertainment, milk and cookies, and a visit to Cheney Mansion.

- *Sponsorship Opportunities: In-kind goodie bag donations*

**Kids Fest:** Held at Oak Park Conservatory, this event takes kids on a journey of their own Illinois backyard discovering bugs, bees and other animals that live there and includes educational activities, a scavenger hunt, crafts and entertainment.

- *Sponsorship Opportunities: In-kind*

**Egg Hunt:** Held in Maple Park, this family event is designed for children ages 3-10 and includes an egg hunt, pictures with the Bunny, and themed games and crafts. (Doggie Egg Scramble is held at the same time.)

- *Sponsorship Opportunities: Presenting (\$1,000), Community (\$500), On-site (\$250) or In-kind*

**Doggie Egg Scramble:** This free public event celebrates dogs and their owners as they hunt (or scramble) through the field to find the most doggy treats and prize-filled eggs. (Egg Hunt is held at the same time.)

- *Sponsorship Opportunities: Presenting (\$1,000), Community (\$500), On-site (\$250) or In-kind*

**Movies in the Park:** Held in Scoville Park, this free public event features five movies throughout the summer.

- *Sponsorship Opportunities: Presenting (\$1000 for entire series)*

**Summer Concerts:** Held in Scoville Park, this free outdoor event features 11-12 concerts held throughout the summer featuring a mix of soul, jazz, rock and country music.

- *Sponsorship Opportunities: Presenting (\$400 per concert)*

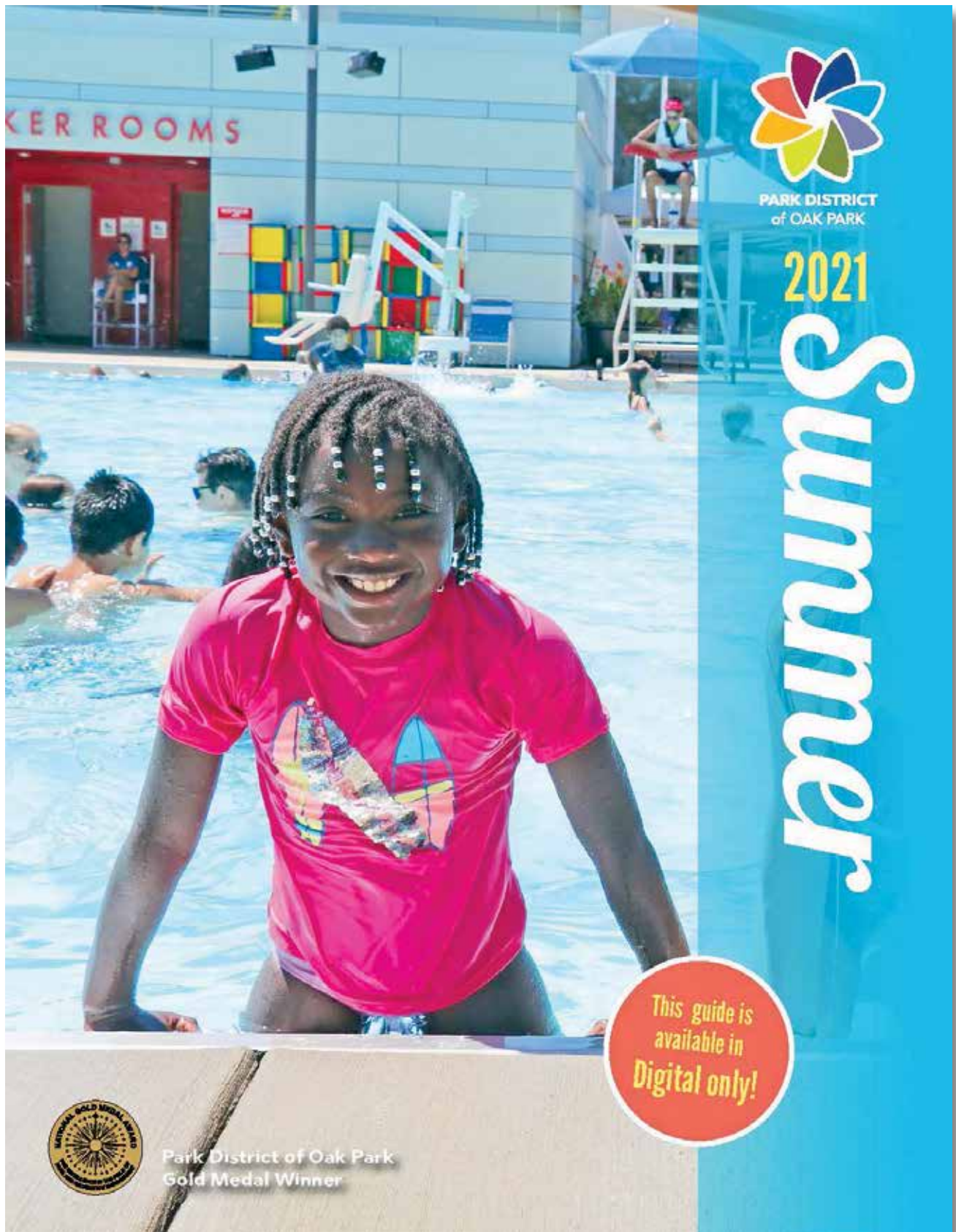
SPRING

SUMMER



## SEASONAL PROGRAM GUIDE ADVERTISING

The Park District distributes program guides quarterly to **25,000 households** in Oak Park, offering organizations an opportunity promote their business and community involvement.




The cover features a vibrant photograph of a young girl with braids, wearing a bright pink t-shirt with a colorful graphic, smiling from the edge of a swimming pool. In the background, other people are swimming, and a lifeguard is visible on a stand. The building behind the pool has a sign that says "CHANGEROOMS".

**PARK DISTRICT  
of OAK PARK**

**2021**

**Summer**

*This guide is  
available in  
Digital only!*

 Park District of Oak Park  
Gold Medal Winner



# SEASONAL PROGRAM GUIDE

## Advertising Opportunities

The Park District of Oak Park distributes two seasonal program guides throughout the year that include approximately six months each of seasonal activities and events.

### Program Guide Distribution Schedule:

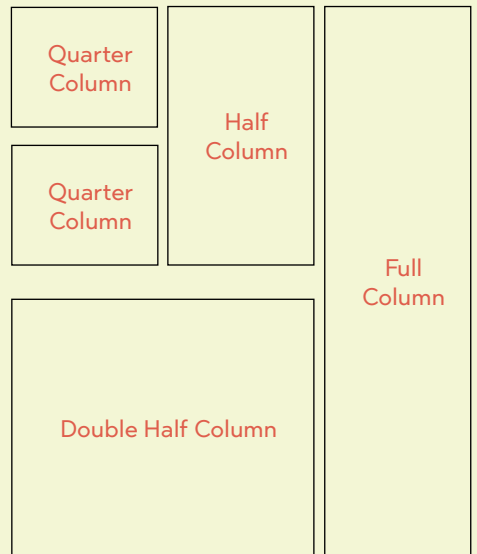
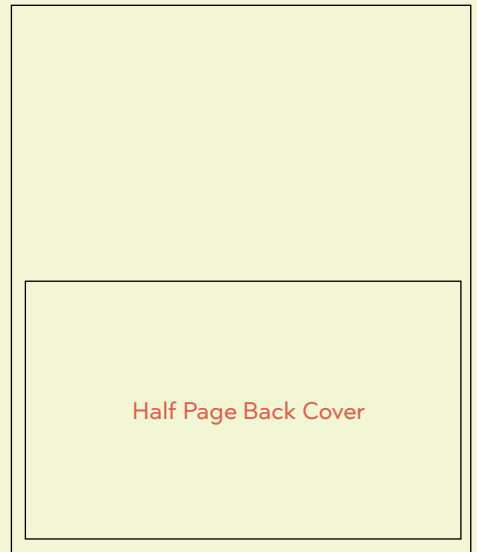
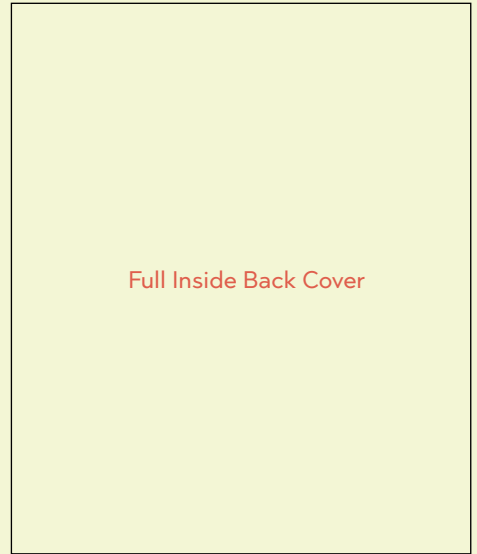
- **Spring/Summer Guide** - mailed in February
- **Fall/Winter Guide** - mailed in July

**Advertise  
in one or  
both seasonal  
guides!**

Each guide is printed in full color. The location of the ads within the program guide, other than the back cover ad, will be based on the space available within each section and each page. The Park District will, however, try to accommodate advertiser preference or match the advertisement to the best audience based on the program guide's layout.

AD SIZES	COSTS	
Ad Size	One Guide	Two Guides
<b>Full Inside Back Cover</b> <i>10.875"H x 8.375"W (Full color)</i>	\$1,800	\$3,500 (\$1,750 per issue) Sold through 2022
<b>Half Page Back Cover</b> <i>5"H x 7.6"W (Full color)</i>	\$1,000	\$1,800 (\$900 per issue)
<b>Double Half Column</b> <i>4.33"H x 5"W (Full color)</i>	\$650	\$1,200 (\$600 per issue)
<b>Full Vertical Column</b> <i>8.66"H x 2.375"W (Full color)</i>	\$650	\$1,200 (\$600 per issue)
<b>Half Column</b> <i>4.33"H x 2.375"W (Full color)</i>	\$325	\$600 (\$300 per issue)
<b>Quarter Column</b> <i>2.16"H x 2.375"W (Full color)</i>	\$180	\$330 (\$165 per issue)

## Choose from a variety of ad sizes!





## PARK AND FACILITY ON-SITE ADVERTISING

The Park District offers businesses an opportunity to advertise in specific park and facility locations that bring a **large number of visitors throughout the year.**





## PARK AND FACILITY Advertising Opportunities

ADVERTISING AT-A-GLANCE		
Location	Average Reach	Advertisement
<p><b>Paul Hruby Ice Arena</b></p> <p><i>Ice rink is used year-round for hockey clubs, ice skating programs, and special events. Dasher boards are installed twice per year the first two weeks of January and the first two weeks of June. Banner printing included in cost.</i></p>	150,000 per year	<p>90"W x 30"H dashboard advertising inside of rink.</p> <ul style="list-style-type: none"> <li>· One year (\$1,100)</li> <li>· Two years (\$900/year)*</li> </ul> <p>*Full payment due at time of order</p>
<p><b>Pool - Ridgeland Common</b></p> <p><i>Pools are open Memorial Day to Labor Day and used for swimming programs, events and open public swims.</i></p>	29,000 per year	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$800)</li> </ul>
<p><b>Pool - Rehm Park</b></p> <p><i>Pools are open Memorial Day to Labor Day and used for swimming programs, events and open public swims.</i></p>	57,000 per year	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$800)</li> </ul>
<p><b>Tennis Courts - Euclid Square</b></p> <p><i>Year-round access to four courts used by residents, as well as high schools for practice.</i></p>	3,000 per month	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$500)</li> </ul>
<p><b>Tennis Courts - Taylor Park</b></p> <p><i>Year-round access to six courts used by residents, as well as high schools for practice.</i></p>	5,000 per month	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$500)</li> </ul>
<p><b>Dog Park - Ridgeland Common</b></p> <p><i>Year-round access for those with dog park membership access.</i></p>	750 per month	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$500)</li> </ul>
<p><b>Dog Park - Maple Park</b></p> <p><i>Year-round access for those with dog park membership access.</i></p>	750 per month	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· One year (\$500)</li> </ul>
<p><b>Ridgeland Common</b></p> <p><i>Year-round access to multi-purpose fields used by resident athletes, local schools and sports affiliations. Two location options.</i></p>	1,000 per day inside field; thousands per day on Lake Street	<p>96"W x 36"H</p> <ul style="list-style-type: none"> <li>· Inside field: One year (\$600)</li> <li>· Lake Street: One year (\$1500)</li> </ul>

\*\*Advertise your business through a banner at any of the select park district facilities! You provide the art/work and banners, and we will hang at select locations.

# SPONSORSHIP & ADVERTISING COMMITMENT FORM

Thank you for your interest in working with the Park District of Oak Park.



**PARK DISTRICT**  
of OAK PARK

## 1.) PURCHASE:

- Visit [pdop.org/sponsorship-advertising](http://pdop.org/sponsorship-advertising) and submit CC payment online. (Please note: you will be prompted to create an Amilia account in order to pay).
- Complete the following form and **mail or bring the form and full** payment to Park District of Oak Park, 218 Madison Street, Oak Park, IL 60302.

## 2.) SUBMIT ARTWORK

Submit artwork to [Jillian.Sims@pdop.org](mailto:Jillian.Sims@pdop.org) for approval. For outdoor banners: once approved please drop off your printed artwork to us at 218 Madison, Oak Park, IL 60302.

All sponsorships and advertising requests **must be paid in full** in order to be considered accepted. Please direct any questions to [Jillian.Sims@pdop.org](mailto:Jillian.Sims@pdop.org), 708-725-2073

## COMPANY INFORMATION

Business/Organization \_\_\_\_\_

Please provide your 501c(3) Tax Exempt No., if a nonprofit: \_\_\_\_\_ (Nonprofits receive a 20% discount.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Contact:** Name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_  Direct  Cell

## ADVERTISING COMMITMENT:

SEASONAL EVENT - SPONSORSHIP			
Name of Event	Type of Sponsorship (see p. 6-7)	Sponsorship Fee	In-Kind
			<input type="checkbox"/> Value: \$_____
			<input type="checkbox"/> Value: \$_____
SEASONAL PROGRAM GUIDE - ADVERTISEMENT			
Program Guide Season	Size of Advertisement (see p. 9)	Advertising Fee	
PARKS & FACILITIES - ADVERTISEMENT			
Name of Facility	Length of Commitment (see p. 11)	Advertising Fee	
	<input type="checkbox"/> 1 year <input type="checkbox"/> 2 years		
	<input type="checkbox"/> 1 year <input type="checkbox"/> 2 years		
	<input type="checkbox"/> 1 year <input type="checkbox"/> 2 years		
<b>TOTAL IN-KIND VALUE</b>			
<b>TOTAL ADVERTISING &amp; SPONSORSHIP FEES</b>			
<b>- 20% NONPROFIT DISCOUNT</b>			
<b>TOTAL PAYMENT DUE</b>			

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_