

20
24

Advertising + Sponsorship Opportunities

Engage thousands of potential customers through the Park District of Oak Park.



Jillian Sims | Sponsorship Coordinator

 708.725.2073

 Jillian.Sims@pdop.org



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 8,000 recreation programs and special events annually.



Our Mission: The mission of the Park District of Oak Park is to enrich lives by providing meaningful experiences through our programs, parks, and play. From new facilities and park renovations to engaging with teens to collaborating with community partners, the Park District of Oak Park proudly serves the Oak Park Community.



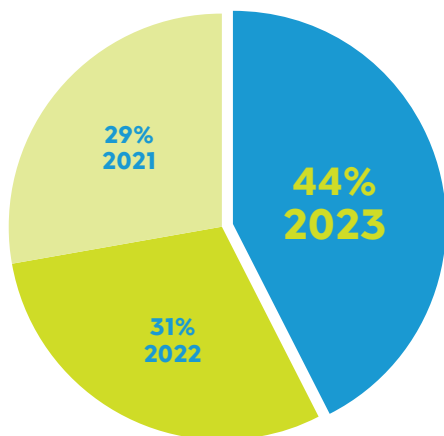
Who We Serve

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



% of Households Served is Growing

With the addition of the Community Recreation Center, the Park District now serves almost half (**44%**) of Oak Park households compared to **2022** and **2021 (31% and 29% respectively)**.



How We Serve

Overseen by a Board of five elected officials, the Park District owns and operates a multitude of parks, centers and special facilities, including:

- **18 parks** totaling 84 acres of parkland
- **7 neighborhood park recreation centers**
- **1 Active Adult Center** at Dole Center
- **3 historic properties:** Cheney Mansion, Pleasant Home, and Oak Park Conservatory
- **2 outdoor swimming pools:** Rehm and Ridgeland Common
- **1 indoor, year-round ice rink:** Paul Hruby Ice Arena
- **1 Gymnastics & Recreation Center**
- **1 Environmental Education Center** at Austin Gardens
- **1 (42,000 sq. ft.) Community Recreation Center**



CONNECT WITH YOUR COMMUNITY

Explore Advertising and Sponsorship Opportunities with the Park District of Oak Park!

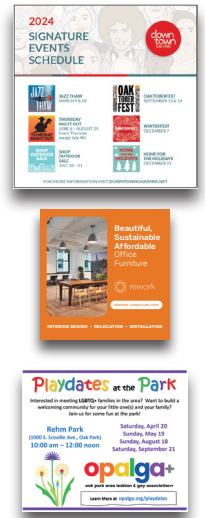
Seasonal Events - Sponsor an event and connect with your community!

- Santa Trolley
- Doggie Egg Scramble
- Egg Hunt
- Unplug Illinois
- Movies in the Park
- Summer Concerts
- Fall Fest
- Frank Lloyd Wright Races
- Trunk or Treat
- Fright at Night
- and more!



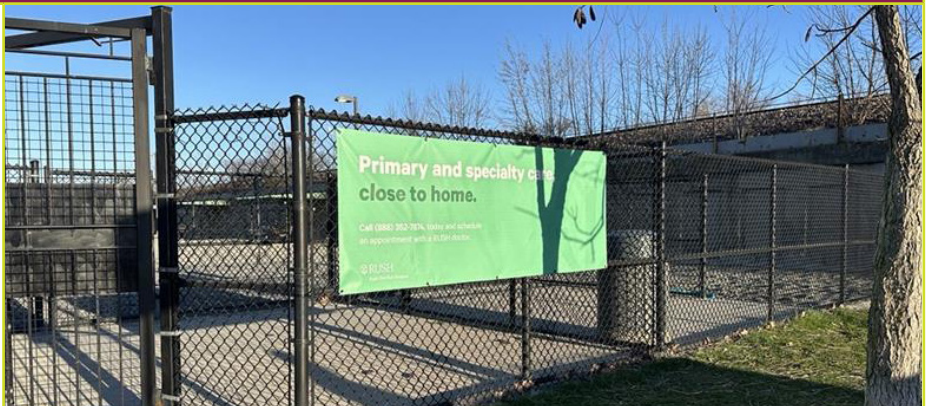
Program Guides - Reach over 25,000 households by advertising in our guide(s)!

- Spring/Summer
- Fall/ Winter
- Or both seasons!



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

- Ice Rink
- Pools
- Pickleball and Tennis Courts
- Dog Parks
- Sports Field



SEASONAL EVENT SPONSORSHIP OPPORTUNITIES

Throughout the year, the Park District of Oak Park features dozens of special community events for a variety of audiences with a total of over **10,000 attendees** collectively.

EVENTS AT-A-GLANCE



Event	Attendance (approx.)	Month Held
Santa Trolley	500	Two Sundays in December
Egg Hunt	1,000	April
Doggie Egg Scramble	50-100 dogs & their humans	April
Movies in the Park	200 per movie	Fridays: May - September
Summer Concerts	300 per concert	Sundays: June - August
Unplug Illinois Day	500	July
Fall Fest	1,000-2,000	September
Frank Lloyd Wright Races	2,000+	October
Fright at Night	600+ kids	October
Trunk or Treat	700-800 + kids	October
Special Active Adult Events	15-75 varies per event	Throughout the year

SEASONAL EVENT SPONSORSHIP OPPORTUNITIES

EVENT DESCRIPTIONS	
WINTER	<p>Santa Trolley: Starting and ending at Oak Park Conservatory, families enjoy this trolley ride and special event which includes entertainment, milk and cookies, time with the Head Elf, Santa and Mrs. Clause and a visit to Cheney Mansion.</p>
SPRING	<p>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)</p> <p>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)</p>
SUMMER	<p>Movies in the Park: Held in Scoville Park, this free public event features five movies throughout the summer.</p> <p>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.</p> <p>Unplug Illinois Day: This is a free event for families to unplug from electronics, utilizing wellness theme options like walking paths, tennis, yoga, health screenings, etc.</p>
FALL	<p>Fall Fest: Rehm Park is transformed to celebrate Fall with themed games and activities, a DJ, train rides, food vendors and activities at the Oak Park Conservatory for a free family event.</p> <p>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.</p> <p>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!</p> <p>Trunk or Treat: Local businesses and community organizations deck out their vehicles and come in costume to hand out candy to more than 700 local trunk-or-treaters at this free and popular event held at the RCRC parking lot.</p>
ANY SEASON	<p>Special Active Adults Events: Contact Sponsorship Coordinator for more information. Events are scheduled throughout the year and offered to our Active Adult community (50+).</p>

SEASON EVENT SPONSORSHIP OPPORTUNITIES

Whatever your seasonal event sponsorship choice, PDOP is waiting to facilitate the success of your business or organization while providing enjoyment and benefit to the community!

PRESENTING

\$1000



Benefits

Marketing Support: Premium co-branding and logo placement on marketing materials (digital and print).

On-Site: Premier booth location (table, tent and chairs provided by PDOP/ branding and materials provided by sponsor) and special recognition at event via emcee.

Premier Exclusivity: Only one presenting sponsor per event.

Event Opportunities

- Egg Hunt
- Movies in the Park (*series buyout*)
- Fall Fest
- FLW Races (*see below*)

**Presenting and Community Sponsors are asked to provide suitable booth activities for community engagement and to stay to completion of event.*

COMMUNITY

\$250-\$500



Benefits

Marketing Support: Varies per event.

On Site: Booth (table, tent and chairs provided by PDOP/ branding and materials provided by sponsor) and recognition at event.

Event Opportunities

- Egg Hunt
- Unplug Illinois
- Movies in the Park
- Summer Concerts
- Fall Fest
- FLW Races (*see below*)

**Presenting and Community Sponsors are asked to provide suitable booth activities for community engagement and to stay to completion of event.*

IN-KIND

Donation



Benefits

In-kind sponsors provide goods and services, and benefits are based on the approximate value of the donation at discretion of the Park District of Oak Park but typically include branded acknowledgment.

Event Opportunities

All Events (Especially):

- Santa Trolley
- Trunk or Treat
- Fright at Night
- FLW Races (*see below*)

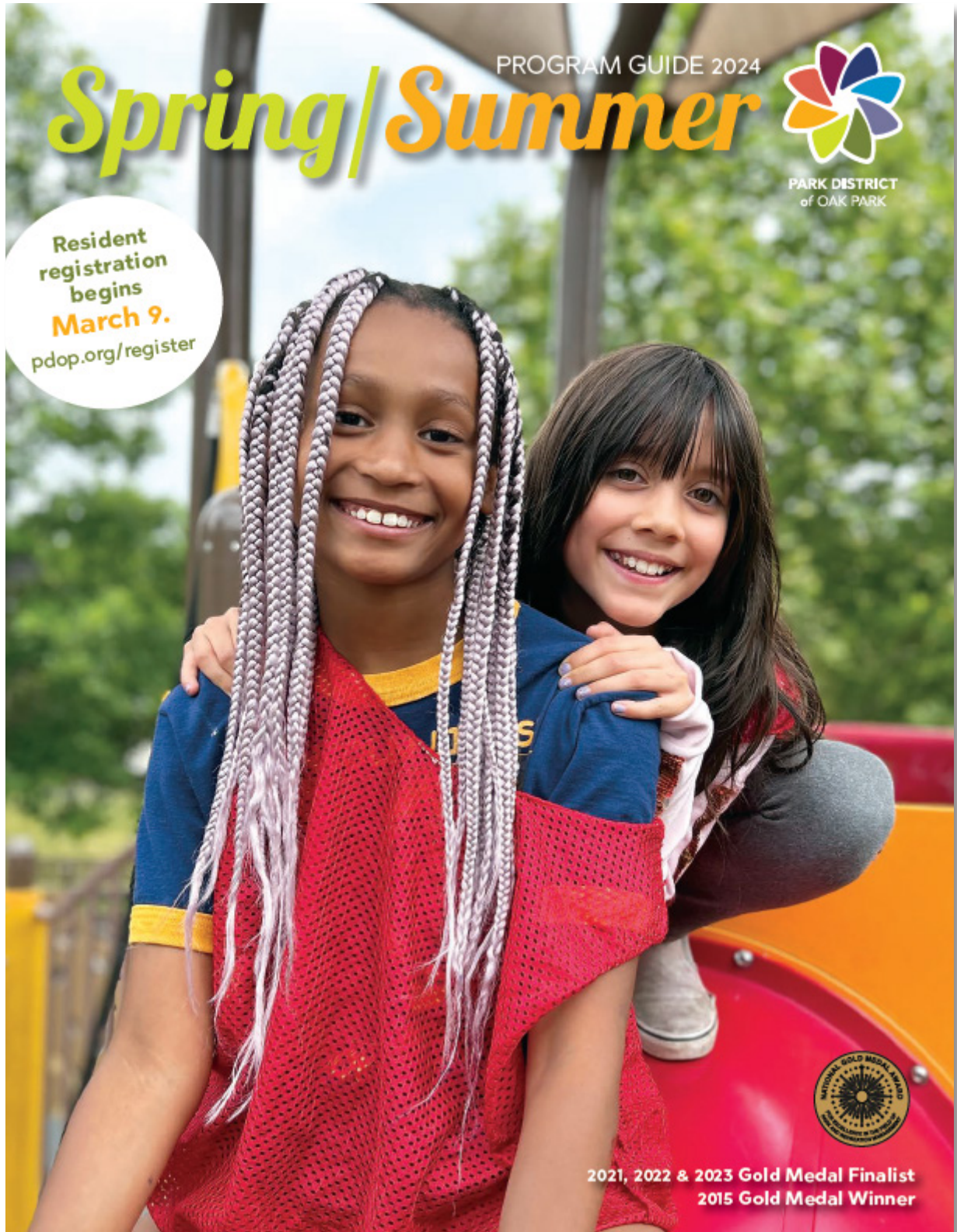
Frank Lloyd Wright Races:

Get in touch with us to learn more about our most popular event with special exclusive sponsorship categories!

PRESENTING (\$4500), **COMMUNITY** (\$1500), **YOUTH MILE** (\$1500), **BOOTH** (\$500/\$250 Nonprofit), **OR IN-KIND**

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.



For inquiries on sponsorship or advertisement opportunities, please contact:

Jillian.Sims@pdop.org | 708.725.2073

SEASONAL PROGRAM GUIDE ADVERTISING OPPORTUNITIES

The Park District of Oak Park publishes two guides annually. These guides outline all park district seasonal activities and events and are distributed online and delivered to all 25,000 households.

Program Guide Production and Distribution Schedule:

Spring/Summer Guide:

- Artwork and payment due January
- Mailed/available on website early March

Fall/Winter Guide:

- Artwork and payment due May
- Mailed/available on website late July/ early August

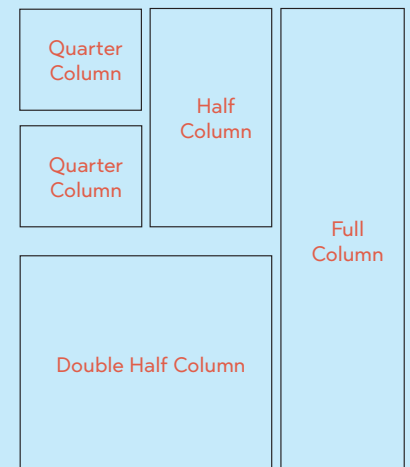
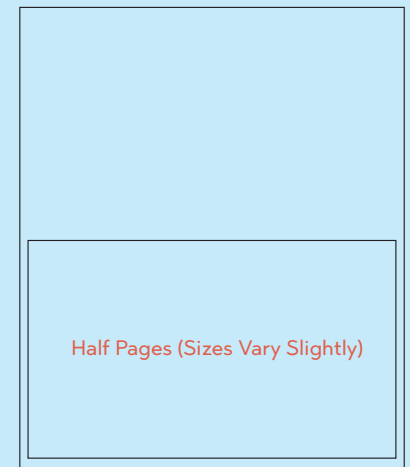
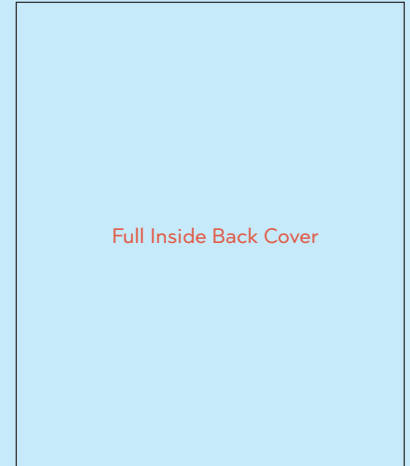
All Guides:

- Printed in full color
- Strategic Ad placement location (based on layout capabilities)
- Clickable links for digital version



AD SIZES	COSTS	
Ad Size	One Guide	All Two Guides
Full Inside Back Cover 10"H x 7.6"W (Full color)	\$1,800	\$3,500 (\$1,750 per issue)
Half Page Inside Front Cover 4.35"H x 5.0"W (Full color)	\$1,000	\$1,800 (\$900 per issue)
Half Page Back Cover 4.85"H x 7.6"W (Full color)	\$1,000	\$1,800 (\$900 per issue)
Standard Half Page 4.0"H x 7.625"W (Full color)	\$800	\$1,500 (\$750 per issue)
Double Half Column 5.0"H x 4.0"W (Full color)	\$650	\$1,200 (\$600 per issue)
Full Vertical Column 8.5"H x 2.375"W (Full color)	\$650	\$1,200 (\$600 per issue)
Half Column 4.0"H x 2.375"W (Full color)	\$325	\$600 (\$300 per issue)
Quarter Column 2.375"H x 2.375"W (Full color)	\$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.**

Ice Rink Banners: Receive over 150,000 impressions annually. Banners are installed twice per year (January and June). You provide the artwork and we facilitate production and installation.

Rink
Paul Hruby Ice Arena



Banners: Advertise your business through a banner at any of the select park district facilities! You provide the artwork and banner, and we hang them at select locations.

Pools

Ridgeland Common Rehm Park

Tennis/Pickleball Courts

Euclid Square

Taylor Park

Tennis Courts

Lindberg Park

Scoville Park

Longfellow Park

Dog Parks

Ridgeland Common

Maple Park

Sports Field

Ridgeland Common



Wind Screens : Reach thousands with a windscreen displayed in select park locations year-round. You provide the art/work and and we will facilitate production, installation, and maintenance.

Pickleball Courts

Barrie Park

Tennis/Pickleball Courts

Maple Park



For inquiries on sponsorship or advertisement opportunities, please contact:

Jillian.Sims@pdop.org | 708.725.2073

PARK AND FACILITY ADVERTISING OPPORTUNITIES

ADVERTISING AT-A-GLANCE		
Location and Description	Average Reach	Size and Pricing
<p>Rink: Paul Hruby Ice Arena Ice rink is used year-round for hockey clubs, ice skating programs and special events.</p>	150,000 per year	90"W x 30"H/Ice Rink Banner advertising inside of rink. <ul style="list-style-type: none"> · One year (\$1,100) · Two years (\$900/year)* <i>*Full payment due at time of order</i>
<p>Pool: Ridgeland Common Pools are open Memorial Day to Labor Day and used for swimming programs, events and open public swims.</p>	29,000 per year	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$800)
<p>Pool: Rehm Park Pools are open Memorial Day to Labor Day and used for swimming programs, events and open public swims.</p>	57,000 per year	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$800)
<p>Tennis/Pickleball Courts: Euclid Square Year-round access to four courts used by residents, as well as high schools for practice.</p>	3,000+ per month	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$500)
<p>Tennis/Pickleball Courts: Taylor Park Year-round access to six courts used by residents, as well as high schools for practice.</p>	5,000+ per month	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$500)
<p>Tennis Courts: Lindberg Park Year-round access to four courts used by residents, as well as high schools for practice.</p>	750+ per month	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$500)
<p>Tennis Courts: Scoville Park Year-round access for those with dog park membership access.</p>	1500+ per month	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$500)
<p>Tennis Courts: Longfellow Park Year-round access to four courts used by residents, as well as high schools for practice.</p>	1000+ per month	96"W x 36"H/Banner <ul style="list-style-type: none"> · One year (\$500)
<p>Dog Parks: Ridgeland Common or Maple Park Year-round access for those with dog park membership access.</p>	750+ per month/each park	96"W x 36"H/Banner each park <ul style="list-style-type: none"> · One year (\$500)/each park
<p>Sports Field: Ridgeland Common Year-round access to multi-purpose fields used by resident athletes, local schools and sports affiliations.</p>	1,000+ per day inside field; thousands per day on Lake Street	96"W x 36"H/Banner Two Location Options: <ul style="list-style-type: none"> · Inside Field One year (\$600) · Lake Street (\$1500)
<p>Pickleball Courts: Barrie Park Year-round access to 6 dedicated pickleball courts to community members.</p>	2,700+ per day, outside field	Approximately 20'Wx8'H (2 logos)/For Windscreen <ul style="list-style-type: none"> · Three year contract (\$4000)
<p>Tennis/Pickleball Courts: Maple Park Year-round access to community members.</p>	50,000+ per day, outer tennis court facing Harlem Ave.	Approximately 20'Wx12'H (3 logos)/For Windscreen <ul style="list-style-type: none"> · Three year contract (\$6000)

SPONSORSHIP & ADVERTISING NEXT STEPS

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

Ready to secure your sponsorship or advertising with us? Follow the steps below to get started today!*

*All sponsorships and advertising requests must be paid in full and confirmed via email from our sponsorship coordinator in order to be considered accepted. Please submit copy of paid invoice to Jillian.Sims@pdop.org upon payment.



Pay online (Preferred): You may pay by credit card online. New users must **create an account through our Amilia webstore** to make a purchase or payment. Once you make your selection, you will be prompted to create an Amilia account. Visit: pdop.org/sponsorship-advertising/ for links to advertising and sponsorship opportunities.



Pay via Check: Follow steps above for paying online via Amilia and choose 'offline payments' as option and email Jillian.Sims@pdop.org to confirm order and receive details for mailing a check.



DID YOU KNOW...

If your business is a Nonprofit you qualify for a **20% off** discount on all advertising and/or sponsorship opportunities!

To learn more details and receive discount code for payment, Contact our Sponsorship Coordinator today!