



WOOD DALE  
PARK DISTRICT

# SPONSORSHIP & ADVERTISING OPPORTUNITIES



630-595-9333

111 E. Foster Avenue, Wood Dale, IL 60191

[wdparks.org](http://wdparks.org)

## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

Wood Dale Park District would like to invite you to take advantage of unique advertising and sponsorship opportunities to promote your business within the community. By becoming a presenting sponsor or advertiser with Wood Dale Park District, you will increase the visibility of your business, generate brand awareness, and gain the many benefits outlined in the enclosed sponsorship and advertising packages. With your help, Wood Dale Park District will be able to provide affordable programs and events that create a positive impact in the community. We are committed to providing a safe and positive experience for all users. We reserve the right to reject advertising or sponsorship that is not in line with our mission, vision, and values.

### Our Parks & Facilities

- Serves a Population of 13,770
- 139 Acres of Park Land
- 15 Park Sites/Facilities
- 390 Golf Experience - Golf Entertainment and Range
- Salt Creek Golf Club - 18-Hole Golf Course & Banquet Facility
- Recreation Complex
- Woodlands at White Oaks Park - Nature-Inspired Rental Facility
- Beach Waterpark

### Our Values

Accountability,  
Communication,  
Fun, Partnerships,  
Quality and  
Team-oriented.



### Our Vision

Aspire to create positive memories and endless opportunities for the community.



### Our Mission

The mission of Wood Dale Park District is to serve the community with quality recreational experiences that provide a fun and healthy lifestyle.



## Opportunities offered in the Sponsorship and Advertising Package

#### SPONSORSHIPS:

- Event Sponsors
- Individual Programs

#### ADVERTISING OPPORTUNITIES:

- Print & Digital
- Interchangeable Messaging

#### COMMUNITY REACH:

- 2,500+ Social Media followers
- 9,000+ Facebook average monthly post reach
- 14,000 Average website views per month
- 2,000 Participants for qualifying special events
- 5,000 Email List subscribers
- Thousands of weekly visitors in Recreation Complex
- Logo exposure to thousands of residents and non-residents at community center and events

For additional information: Contact Marketing & Communications Manager Amanda Woods at [awoods@wdparks.org](mailto:awoods@wdparks.org) or 630-948-0843

## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

### Seasonal Brochure Ad Space

Seasonal Advertising Options	Exterior Back Page (1/2 Page)	Inside Front Cover (Full Page)	Inside Back Cover (Full Page)	Inside Full Page	Inside 1/2 Page	Inside 1/4 Page
Single Season	\$750	\$700	\$650	\$550	\$450	\$350
Annual (save 20%)	\$1,800	\$1,680	\$1,560	\$1,320	\$1,080	\$840
Ad spec	W: 8.5" x H: 5" 0.25" bleeds	W: 8.5" x H: 11" 0.25" bleeds	W: 8.5" x H: 5" 0.25" bleeds	W: 8.5" x H: 5" 0.25" bleeds	W: 8.5" x H: 5" 0.25" bleeds	W: 3.5" x H: 4"

### AD ARTWORK SUBMISSION

#### FOUR-COLOR PROCESS

Wood Dale Park District Seasonal Brochures are printed in 4-color process. All pages are printed on coated stock.

#### ARTWORK

**IMPORTANT:** The ad artwork should include an additional ¼" bleed on all four sides.

Ad artwork should be submitted in the following file formats:

- PDF (with fonts embedded and images at 300dpi resolution)
- AI or EPS (vector files with fonts outlined and any images at 300dpi resolution)
- JPG 4-color CMYK (300dpi resolution)
- Photoshop EPS – duotone images only (300dpi resolution)

Other file formats such as .doc, .ppt, .pub, etc., will NOT be accepted.

*If an ad is received and is unusable due to format, design or content, corrected artwork may be submitted prior to the deadline. If design assistance is needed, arrangements may be made at a rate of \$50 per hour. All ads are subject to final approval.*

*Wood Dale Park District reserves the right to enlarge, reduce, or float the advertisement as necessary if it does not conform to the above requirements.*

#### COVER ADS

Any words in cover ads should be at least ¼" away from the edges of the ad to minimize any risk of cutting off words when trimming the cover.

#### TERMS

Advertising contracts are accepted on a first-come, first-served basis and are limited to the amount of space available in the publication.

Advertising contracts will be invoiced once ad commitment is submitted, and payment will be due upon submission of artwork.

#### Please submit ad artwork via email to:

Amanda Woods, Marketing & Communications Manager at [awoods@wdparks.org](mailto:awoods@wdparks.org)

### Seasonal Brochure

Our seasonal brochures are packed with fun activities for all ages.



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## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

### Printed Banners

Locations	Recreation Complex Gym	Beach Waterpark (Summer Only – May-August)
Single Season	—	\$250 (Summer Only – May-August)
Annual	\$600	—

This program is offered for 12 months at the Recreation Complex gym, beginning the date the banner is hung, or for a full season at the Beach Waterpark. Company must provide artwork for 3'x 8' horizontal banner. The advertiser is responsible for creating the artwork for the design. Wood Dale Park District staff will order and install the banner.

*Wood Dale Park District staff can assist with the design and production of the banner for an additional fee.*

Please submit banner artwork to: Amanda Woods at [awoods@wdparks.org](mailto:awoods@wdparks.org)

#### RECREATION COMPLEX GYM

Banners are placed along the railings of the indoor track where all users of the gymnasium and track have visual exposure to your company's message.

#### MAY – AUGUST: BEACH WATERPARK

Banners are placed on the fence by the concession stand area where all users of the pool have visual exposure to your company's message.

Beach Waterpark  
Banner Ad



This facility features 25-yard zero depth pool, two spiral slides, sand volleyball, Adult spa, and concession stand

Recreation Complex  
Walking Track  
Banner Ad



This facility was opened in January 2001 and offers recreational opportunities for all ages.

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**WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES**

**Digital Displays**

Single Season	\$250
Annual Season (save 20%)	\$600 (advertiser can update slides up to 4 times during the year)
Ad specs for TV slides	1280 x 720 px (horizontal)

**DIGITAL PACKAGE**

The digital package includes monthly eblast/e-newsletter advertising via constant contact, digital posting to XIBO slides on TVs throughout facility, and logo included on Park District website as partner.

**ARTWORK**

Ad artwork should be submitted in the following file formats:

- PDF (with fonts embedded and images at 300dpi resolution)
- AI or EPS (vector files with fonts outlined and any images at 300dpi resolution)
- JPG 4-color CMYK (300dpi resolution)
- Photoshop EPS – duotone images only (300dpi resolution)

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**TERMS**

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- Advertising contracts will be invoiced once ad commitment is submitted, and payment will be due upon submission of artwork.

**Please submit ad artwork & logo via email to:**

Amanda Woods, Marketing & Communications Manager at [awoods@wdparks.org](mailto:awoods@wdparks.org)



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# Sponsorship Levels Overview

## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

### PLATINUM \$3,000

Highest sponsorship level with premium benefits and maximum exposure

### GOLD \$1,000

Intermediate sponsorship level with moderate benefits and exposure

### SILVER \$250

Essential sponsorship level with basic benefits and exposure

Sponsor Benefits	PLATINUM	GOLD	SILVER
Recreation Complex TV monitor ad	12 months (\$600 value)	4 months (\$250 value)	—
Logo and link to your business website on wdparcs.org	12 months	4 months	—
Logo and link to your business website in the footer of monthly email blasts	12 months	4 months	—
Logo on qualifying fliers	✓	✓	✓
Logo on qualifying posters	✓	✓	✓
Logo and mention on qualifying social media posts	✓	✓	✓
Logo on email blast content regarding qualifying events and programs	✓	✓	✓
Logo on qualifying banners	✓	✓	—
Banner display at qualifying events	✓	✓	—
Table set-up for business at qualifying events and programs	✓	✓	—
Thank you acknowledgment by MC at qualifying events	✓	✓	✓
Select daily Beach Waterpark passes (when in season) <b>or</b> daily Fitness Studio passes	4	2	—
Admission Tickets to qualifying events	6	4	2

Table set-up available for Platinum and Gold levels at qualifying events



Thank You Banner for Platinum and Gold levels at qualifying events



For additional information: Contact Marketing & Communications Manager Amanda Woods at [awoods@wdparcs.org](mailto:awoods@wdparcs.org) or 630-948-0843

## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

Qualifying Events*	Attendance**	Event Description
Winter Bash (January)	150	Festive winter-themed indoor and outdoor (weather permitting) event with family-friendly entertainment, activities, and prizes to beat cabin fever.
Children Egg Hunt (March/April)	150	Large themed egg hunt with a challenge: in the dark! Children of all ages use flashlights to search for eggs at White Oaks Park, keeping their eyes open for the golden egg for the grand prize.
Adult Egg Hunt (March/April)	50	This is a new event in 2024. The Adult Egg Hunt is a fast-paced, competitive egg hunt filled with goodies and treats just for adults 21+.
Bunny Breakfast (March/April)	80	Easter-themed breakfast with a variety of foods, activities, and visits with the Easter Bunny.
Earth Day Celebration	100	Earth Day Celebration includes family-friendly entertainment, interactive and informative stations, and giveaways relating to nature.
Beach Waterpark (June & July)	500	In June and July, Beach Waterpark hosts a handful of events that involve swimming activities, giveaways, treats, and fun for the whole family.
Unplug IL (July)	100	Unplug IL is part of an ongoing state-wide initiative to get communities to plug into play, creativity, and activity. Variety of entertainment and activities for families to unplug from technology.
Brews, Blues, and BBQ (September)	80-100	This is a new event for 2024. Attendees will enjoy the beauty of White Oaks Park while listening to tunes of a Blues band, eating BBQ, and sipping on cold beverages.
Scarewalk (October)	1400	Halloween event with a terrifying trek through the creepy wooded trails and grounds of the Wood Dale Park District's White Oaks Park, with a family-friendly timeframe included.
Holiday Light Tour & Santa Visit (December)	100	Holiday-inspired event that brings all the best things of the season together, including Santa visits, crafts, light tour, and more.
Parent/Child Events (Varies)	Varies	Throughout the year, parent or guardian and child events are offered to encourage bonding time with a fun activity at the Wood Dale Park District. Previous examples include our Father/Daughter Dance and Mother/Son Bowling Night.

\* Cancellation and rescheduling: As deemed necessary, Wood Dale Park District holds the right to cancel or reschedule an event at its discretion. Events and schedule subject to change.

\*\* Attendance numbers are based on average turnout from previous years and are subject to change.

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## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

### Individual Program Sponsorships

- Extended School Program

The Extended School Program is designed to provide children in Kindergarten – 5th Grade with supervised recreational activities before school, after school, and on most days that school is not in session.

- Rainbow Playschool Program

The Rainbow Playschool is an early childhood school-year program that offers classes for two-year-olds, three-year-olds, and four-year-olds. Classes include story time, music, art-projects, active play in the gymnasium, and activities designed to expose young children to letters, numbers, shapes, and colors.

- Summer Camp

Summer Camp is offered to children in Pre-K through 8th grades. Summer Camp participants experience weekly field trips, visits to the Beach Waterpark, indoor and outdoor games, team building activities, special guests, and fun themed days.

- Senior Club Program

The Wood Dale Park District Senior Club provides exciting monthly social experiences for seniors who are 55 years of age and older. Senior Club members enjoy monthly luncheons that include guest speakers, entertainment, bingo, and door prizes.

- Youth Athletic Leagues

The Wood Dale Park District offers various seasonal athletic leagues for school-aged children such as basketball, soccer, baseball, softball, and t-ball.

Senior Club Program



Summer Camp Program



Youth Athletic Leagues



Rainbow Playschool Program



Extended School Program



For additional information: Contact Marketing & Communications Manager Amanda Woods at [awoods@wdparks.org](mailto:awoods@wdparks.org) or 630-948-0843



## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

### In-Kind Donations

Throughout the year Wood Dale Park District has unique sponsorship opportunities that require in-kind donations designed to enhance events. For example, raffle items, auctions, giveaways, event refreshments and meals for volunteer staff. In exchange, Wood Dale Park District offers exposure or advertising opportunities that can be customized to best fit the needs of your business.

Your in-kind donations of food, refreshments, gift cards, and/or other event-related goodies can help us engage with our guests and make special events memorable. These donations support our programs and events by providing essential supplies.

#### Typical items needed for Special Events:

- Winter Bash – Supplies for hot chocolate, winter-related giveaways
- Egg Hunts – Nut-free candy for eggs, small prizes for eggs, gift cards for eggs, goody bag item(s)
- Bunny Breakfast – family-friendly items for raffle, bottled water, juice, breakfast food, desserts
- Earth Day – nature-related giveaway, nut-free snacks
- Unplug IL – bottled water, gift cards for raffle, outdoor games, nut-free snacks, goody bag items(s)
- Brews, Blues, BBQ – gift cards for raffle, bottled water, BBQ food
- Scarewalk – bottled water, nut-free snacks, disposable hand warmers, Halloween-related giveaways
- Holiday Light Tour – Candy canes, hot chocolate supplies, accessories for tour (i.e., snowflake light glasses or beads)

#### Typical items needed for Individual Programs:

- Childcare Programs - Bottled water, juice boxes, individually wrapped and nut-free snacks, new stationary/art supplies, drawstring bags, sunscreen
- Senior Club Program – gift cards, catering for Senior luncheons, bingo prizes for Senior Club, door prizes for Senior Club
- Youth Athletic Leagues – Bottled water, nut-free snacks



### In-Kind Donations



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**WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES****Volunteering**

Can't commit to a financial donation? Consider donating your time instead! Volunteering is a meaningful way to give back and support your community. It's also a great team-building opportunity for small businesses looking to make a difference.

Throughout the year, Wood Dale Park District offers a great variety of events that wouldn't be possible without the help of volunteers, such as Scarewalk, Earth Day Celebration, and our Egg Hunts. Your company's volunteers will play a vital role in making these events successful.

In return for your contribution, your company will receive recognition on our social media platforms and an acknowledgment during the event. Join us in creating memorable experiences for our community!

**Volunteers**

Volunteers are crucial for achieving organizational goals and serving the community effectively through their time, skills, and dedication.



For additional information: Contact Marketing & Communications Manager Amanda Woods at [awoods@wdparks.org](mailto:awoods@wdparks.org) or 630-948-0843

# Sponsorship & Advertising Agreement

## WOOD DALE PARK DISTRICT – SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

### Sponsorship Packages

Sponsor Packages <i>(select all that apply)</i>	
<input type="checkbox"/> <b>Platinum - \$3,000</b>	Quantity: _____
<input type="checkbox"/> <b>Gold - \$1,000</b>	Quantity: _____
<input type="checkbox"/> <b>Silver - \$250</b>	Quantity: _____

### Individual Event Sponsorship

Event Name _____
Event Name _____
Event Name _____
Event Name _____

### Individual Program Sponsorship *(select all that apply)*

<input type="checkbox"/> Extended School Program
<input type="checkbox"/> Rainbow Playschool Program
<input type="checkbox"/> Summer Camp
<input type="checkbox"/> Senior Club Program
<input type="checkbox"/> Youth Athletic Leagues
<input type="checkbox"/> Other: _____

I agree to the benefits, terms, conditions and instructions of the sponsorship and/or advertising opportunities for the selected categories indicated above for a total of:

\$ \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Seasonal Brochure Ad Space

Seasonal Advertising Options	Single Season	Annual (save 20%)
Exterior Back Page (1/2 Page)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,800
Inside Front Cover	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1,680
Inside Back Cover (Full Page)	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,560
Inside Full Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$1,320
Inside 1/2 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$1,080
Inside 1/4 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$840

Select Season	<input type="checkbox"/> Summer (May-August)	<input type="checkbox"/> Fall (September-December)	<input type="checkbox"/> Winter/Spring (January-April)
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### Printed Banners

Locations	Single Season	Annual
Recreation Complex Gym	—	<input type="checkbox"/> \$600
Beach Waterpark (Summer Only – May-August)	<input type="checkbox"/> \$250	—

### Digital Displays

Single Season	Annual
<input type="checkbox"/> \$250	<input type="checkbox"/> \$600

Select Season	<input type="checkbox"/> Summer (May-August)	<input type="checkbox"/> Fall (September-December)	<input type="checkbox"/> Winter/Spring (January-April)
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### PAYMENT INFORMATION

**Online** - Submit agreement to [awoods@wdparks.org](mailto:awoods@wdparks.org). Wood Dale Park District will e-mail you an activity sales receipt shortly after the agreement has been received. An account will be created for your company to make your payment online.

**By Mail** - Complete this form, make check payable to:  
**Wood Dale Park District** and mail to:  
**Amanda Woods, Marketing Department**  
 111 E. Foster Avenue  
 Wood Dale, IL 60191

For additional information: Contact Marketing & Communications Manager Amanda Woods at [awoods@wdparks.org](mailto:awoods@wdparks.org) or 630-948-0843

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