



# Business Sponsorship Program

## 2024 SPECIAL EVENTS



**Become a Sponsor Today** | [kerickson@winpark.org](mailto:kerickson@winpark.org) | (847) 716-1299



## Purpose

# Give back to your community!

The Winnetka Park District is a public organization responsible for providing parks, recreation facilities, and programming to the community. With more than 17,000 residents attending our events each year, partnering with us is an excellent opportunity for you to increase visibility and align your business with a positive brand in the community.

### Contact

**Kate Erickson**

Marketing + Communications Manager

Winnetka Park District  
540 Hibbard Road  
Winnetka, IL 60093

P: (847) 716-1299  
E: [kerickson@winpark.org](mailto:kerickson@winpark.org)



## CONTENTS

# Sponsorships + Advertising

4	<b>Introduction</b>
6	<b>First Tier Sponsorship</b> In-Kind Donations
8	<b>Second Tier Sponsorship</b> Booth Sponsor
12	<b>Third Tier Sponsorship</b> Series Sponsor
14	<b>Fourth Tier Sponsorship</b> Specialty/Activity Sponsor
16	<b>Winnetka Ice Arena Advertising</b> Dasher Board Ads In-Ice Advertising Wall Signage Illuminated Scoreboard Signs

## Exposure

# Enhance credibility + visibility

### The Benefits

- Connect with new consumers that align with your target market(s)
- Reinforce relationships and evoke positive feelings from customers
- Increase visibility in the community
- Enhance your business' credibility
- Create momentum on social media outlets
- Develop an opportunity to be named in the local media

### Save When You Bundle

Discounts for bundling events are available. Based on your business' marketing goals and budget, we will work with you to develop a customized plan tailored to your needs.

### Event Cancellations

If events are canceled due to weather, minimum registration not met, or for other reasons, your business will be reimbursed for the total cost of the sponsorship, or the money will be credited to your account to be put towards future sponsorship opportunities.

### Let's Talk 2024

Now is the time to start thinking about sponsorship opportunities for 2024! For a sponsorship proposal, contact Kate.

**25,000+**

monthly website visitors

**24,000+**

average views of our seasonal  
program guide

**17,000+**

unique members of the local  
community at our events annually

**9,600+**

unique members of the local  
community at our events annually







## FIRST TIER SPONSORSHIP

### **In-Kind Donation**

There are many working parts that make an event successful. Contributions from businesses like yours help underwrite our events! In-kind donations are a great way to support our community events + increase your visibility at a smaller cost to your business.

#### **DONATION**

- » Food + drinks needed for event
- » Giveaway/raffle items

#### **BENEFITS**

- » Company name listed on event webpage (25,000+ monthly website visits)
- » Name mentioned in post-event social media postings (8,500+ followers)
- » Opportunity to have marketing materials handed out at the event or placed in event goodie bags



## FIRST TIER SPONSORSHIP

### Opportunities



#### Wednesdays in the Woods: Childrens + Evening Concerts

**DATES:** various Wednesdays at 7 - 8:30pm, mid-June to late August

**AUDIENCE:** 100+ people per concert; families, all ages

**DONATION:** Water bottles, bananas, fruit, granola bars, etc.

#### Family Campfire

**DATES:** Sunday, September 22 at 6 - 7:45pm

**AUDIENCE:** 50+ people; all ages, families

**DONATION:** Hot dog supplies, s'mores supplies

#### Bike Winnetka

**DATES:** Saturday, September 28 at 3 - 5pm

**AUDIENCE:** 250+ people; parents with children 6 and up

**DONATION:** Water bottles, bags, bananas, fruit, granola bars, etc.

#### Pumpkins in the Woods

**DATES:** Friday, October 20 at 4 - 6pm

**AUDIENCE:** 500+ people; parents with children 10 and under

**DONATION:** Hot chocolate, coffee

#### Winter Carnival

**DATES:** Saturday, December 7 at 10am - 12pm

**AUDIENCE:** 200+ people; parents with children 10 and under

**DONATION:** Cookies, cookie decorating supplies, hot chocolate, coffee

## SECOND TIER SPONSORSHIP

### Booth Sponsor

Booth sponsorships allow your business to connect 1-on-1 with the Winnetka residents and surrounding community! Each sponsor is welcome to attend their desired event at their given booth, allowing the opportunity to create and reinforce consumer perceptions of your business, express community commitment, and increase brand awareness.

All sponsors may bring branded tablecloths, signage, informational handouts, goodies, etc for their booth.

#### **COST**

\$350 - \$550

#### **BENEFITS**

- » Company name/logo listed on event webpage (25,000+ monthly website visits)
- » Name mentioned in post-event social media postings (9,600+ followers)
- » Logo on sponsor a-frames at event
- » Small logo on event t-shirts (if applicable)
- » Booth with table and chairs at event







## SECOND TIER SPONSORSHIP

### Opportunities



#### **Daddy + Daughter Date Night**

**DATES:** February 2025 at 6 - 9pm

**AUDIENCE:** 100+ people; parents with children 4 - 10 years

#### **Egg Hunt**

**DATES:** Saturday, March 30 at 10am - 3pm

**AUDIENCE:** 150+ people; parents with children 10 and under

#### **Tower's Tidal Wave Thursdays**

**DATES:** various Thursdays at 7 - 8:30pm, mid-June to late August

**AUDIENCE:** 150+ people; families, all ages

#### **Wednesdays in the Woods: Childrens + Evening Concerts**

**DATES:** various Wednesdays at 11 am + 7pm, mid-June to late August

**AUDIENCE:** 50-150+ people per concert; families, all ages

#### **Firecracker 5K**

**DATES:** Thursday, July 4 at 7:30am

**AUDIENCE:** 100+ people; ages 13 and up



## SECOND TIER SPONSORSHIP

### Opportunities



#### Winnetka's Fourth of July Celebration

**DATES:** Thursday, July 4 at 10am - 2pm

**AUDIENCE:** 3,000+ people; all ages, families

#### Bike Winnetka

**DATES:** Saturday, September 28 at 3:30 - 5pm

**AUDIENCE:** 250+ people; parents with children 6 and up

#### Fall Fest

**DATES:** Saturday, September 28 at 4 - 7pm

**AUDIENCE:** 3,000+ people; all ages, families

#### Pumpkins in the Woods

**DATES:** Friday, October 25 at 4 - 6pm

**AUDIENCE:** 500+ people; parents with children 10 and under

#### Winter Carnival

**DATES:** Saturday, December 7 at 10am - 12pm

**AUDIENCE:** 200+ people; parents with children 10 and under

THIRD TIER SPONSORSHIP

**Series Sponsor**

Make a long-lasting impact on our community by being a Series Sponsor! Sponsoring an event series allows an exclusive presenting partner opportunity for your business. Forward facing and repeated engagement reinforces dedication, community relationships, and evokes positive feelings with customers.

All sponsors may bring branded tablecloths, signage, informational handouts, goodies, etc for their booth.

<b>COST</b>	\$1,000 - \$6,000
<b>BENEFITS</b>	<ul style="list-style-type: none"><li>» Premiere sponsor of event or series (business-type exclusivity)</li><li>» Company name/logo listed on event webpage (25,000+ monthly website visits)</li><li>» Company name/logo featured with event in our seasonal brochure (24,000+ average views)</li><li>» Name mentioned in pre-event social print materials (posters, tri-folds, etc.)</li><li>» Name mentioned in pre-event social media postings (9,600+ followers, must meet deadline)</li><li>» Name mentioned in post-event social media postings (9,600+ followers)</li><li>» Logo on premiere sponsor a-frames at event</li><li>» Large logo on event t-shirts (if applicable)</li><li>» Booth with table and chairs at event</li></ul>



## THIRD TIER SPONSORSHIP

### Opportunities



#### Wednesdays in the Woods: Childrens + Evening Concerts

**DATES:** various Wednesdays in the evening, June through August

**AUDIENCE:** 50+ people per concert; parents with children 0 - 5 years

#### Tower's Tidal Wave Thursdays

**DATES:** various Thursday at 7 - 8:30pm, mid-June to late August

**AUDIENCE:** 150+ people; families, all ages

#### Firecracker 5k

**DATES:** Thursday, July 4 at 7:30am

**AUDIENCE:** 100+ people; ages 13 and up

#### Bike Winnetka + Fall Fest

**DATES:** Saturday, September 28 at 3:30 - 7pm

**AUDIENCE:** 3,000+ people; parents with children 6 and up

#### Winter Carnival

**DATES:** Saturday, December 7 at 10am - 12pm

**AUDIENCE:** 200+ people; parents with children 10 and under

FOURTH TIER SPONSORSHIP

---

**Specialty/Activity Sponsor**

We are grateful to provide exciting and engaging annual events to Winnetka. Be a part of the excitement by providing the entertainment our community looks forward to year after year. Enhance your brand's awareness, credibility, and perception with this unique opportunity.

All sponsors may bring branded tablecloths, signage, informational handouts, goodies, etc for their booth.

**COST**                      \$2,000 - \$10,000

**SPECIALTIES**

- » Band/DJ
- » Beer + wine
- » Food trucks
- » Inflatables area
- » Activities
- » Parade
- » Performance
- » Santa's Mailbox

**BENEFITS**

- » Premiere sponsor of activity (business-type exclusivity)
- » Company name/logo listed on event webpage (25,000+ monthly website visits)
- » Company name/logo featured with event in our seasonal brochure (24,000+ average views)
- » Name mentioned in pre-event social print materials (posters, tri-folds, etc.)
- » Name mentioned in pre-event + post-event social media postings (9,600+ followers, must meet deadline)
- » Specialty signage (ex. 10-foot banner, sign on mailbox, logo on menu, logo on cups, etc.)
- » Logo on sponsor a-frames at event
- » Large logo on event t-shirts (if applicable)
- » Booth with table and chairs at event
- » Verbal recognition at event



## FOURTH TIER SPONSORSHIP

### Opportunities



#### Wednesdays in the Woods Evening Concerts

**DATES:** various Wednesdays at 7 - 8:30pm, mid-June to late August

**AUDIENCE:** 100+ people per concert; families, all ages

**SPECIALTY:** Band sponsor

#### Winnetka's Fourth of July Celebration

**DATES:** Thursday, July 4 at 10am - 2pm

**AUDIENCE:** 3,000+ people; all ages, families

**SPECIALTY:** Parade sponsor, performances/floats, inflatables area, activities

#### Bike Winnetka

**DATES:** Saturday, September 28 at 3:30 - 5pm

**AUDIENCE:** 250+ people; parents with children 6 and up

**SPECIALTY:** Lead car

#### Fall Fest

**DATES:** Saturday, September 28 at 4 - 7pm

**AUDIENCE:** 3,000+ people; all ages, families

**SPECIALTY:** Beer + wine, food trucks, inflatables areas, activities

#### Pumpkins in the Woods

**DATES:** Friday, October 25 at 4 - 6pm

**AUDIENCE:** 500+ people; parents with children 12 and under

**SPECIALTY:** DJ sponsor, activity

#### Santa's Mailbox

**DATES:** Late November - late December

**AUDIENCE:** 650+ people; parents with children 10 and under

**SPECIALTY:** Exclusive mailbox sponsor (only one spot)

## WINNETKA ICE ARENA

# Advertising

For more than 50 years, the Winnetka Ice Arena has been providing ice hockey + ice skating opportunities for the communities of Winnetka, Glencoe, Wilmette, Northfield, and the Chicago metropolitan area. Open 18 hours a day and home to the Learn to Skate program, Winnetka Hockey Club, and New Trier Hockey Club, the ice arena generates over 10,000 weekly visits.

Advertising at the Winnetka Ice Arena provides a unique opportunity for highly visible ads to target both children and adults.

### **COST**

\$1,000 - \$4,750

### **BENEFITS**

- » 10,000+ weekly patron visits
- » Open seven days week, 18 hours daily
- » Home to Winnetka Hockey Club; ~750 participants
- » Home to New Trier Hockey Club; ~80 games annually
- » Home to Learn to Skate program; 1,000+ participants
- » Five major hockey tournaments annually; draws large number of participants + spectators
- » Weekly adult hockey leagues, public skates, and special events



## WINNETKA ICE ARENA

# Opportunities



### Dasher Board Ads

**COST:** \$1,000 - \$4,750

**DURATION:** One to three years

**DETAILS:** Ads (typically 33' x 96") visible to all participants and spectators

### In-Ice Advertising

**COST:** \$2,500 - \$4,250

**DURATION:** Two or four years

**DETAILS:** Highly visible 8' x 8' ads permanently frozen into the ice

### Wall Signage

**COST:** \$1,500 - \$4,000

**DURATION:** One to three years

**DETAILS:** Heavy vinyl banners are 3' x 8' hung from the wall behind benches

### Illuminated Scoreboard Signs

**COST:** \$2,000 - \$4,500

**DURATION:** One to three years

**DETAILS:** Highly visible 2' x 6' ad (with illumination) located on the scoreboard