



# Winnetka Park District

## 2026 Sponsorship Packages

### **Level One: \$650**

**Event Sponsorship:** One event

Outreach table at event, acknowledgement in one event email and two social media posts.

### **Level Two: \$3,000**

**Summer Concert Series Sponsorship:** Eight evening Wednesday in the Woods concerts

Outreach table at each concert, logo on event website, acknowledgement in eight concert emails and two social media posts.

### **Level Three: \$3,500**

**Seasonal event sponsorship:** Five events:

Egg Hunt, Firecracker 5K, Unplug Day at Beach, Luau+ Concert, Pumpkins in the Woods.

Outreach table at each event, logo on event promotion and website event pages, acknowledgement in two event emails, and two social media posts.

### **Level Four: \$5,000**

**Premier Event Sponsorship:** Two events

Premier sponsorship of two largest community-wide events, Fourth of July and Fall Fest.

Outreach table at each event, parade participation, logo on event promotion and website event pages, acknowledgement in four event emails, two social media posts.

### **Level Five: \$10,000\***

**Grand Sponsorship:** All district events

Outreach table at each event, logo on event promotion and website event pages, acknowledgement in ten event emails, and five social media posts.

*\*In-kind donations are not applicable*

*Note: Any of these options may be customizable*

*All sponsors must meet guidelines adopted in Board Policy #5.10*



### **Become a Sponsor Today:**

Contact Kate Erickson, Marketing + Communication Manager

Email: [kerickson@winpark.org](mailto:kerickson@winpark.org)

Phone: (847) 716-1299



### Egg Hunt

Date: Saturday, April 4 | 10am-3pm  
Audience: 250+ children and parents



### Firecracker 5k

Date: Saturday, July 4 | 7:30am  
Audience: 150 runners



### Family Campout

Date: Friday, July 24 | 6pm  
Audience: 100 children and parents



### Bike Winnetka

Date: Saturday, September 26 | 3pm  
Audience: 250+ children and parents



### Wednesday in the Woods Concerts

Dates: June - August | 7-8:30pm  
Audience: 150+ people per concert



### Fourth of July

Date: Saturday, July 4 | 10am + 7pm  
Audience: 2,000+ per event



### End of Summer Luau + Concert

Date: Wednesday, August 19 | 5pm  
Audience: 150+ children and parents



### Fall Fest

Date: Saturday, September 26 | 4pm  
Audience: 3,000+ attendees



### Lloyd Beach Bash

Date: Friday, June 26 | 6-10pm  
Audience: 150+ adults 21+



### Unplug at the Beach Carnival

Date: Saturday, July 11 | 12pm  
Audience: 150+ children and parents



### Back to School Bash

Date: Wednesday, August 26  
Audience: 250+ children and parents



### Pumpkins in the Woods

Date: Friday, October 23 | 4pm  
Audience: 500+ children and parents



# Winnetka Park District

## 2026 Full Calendar of Events

### February

- 11** Daddy + Daughter Date Night
- 17** Senior Bingo
- 17** Family Bingo
- 20** Foundation Tennis Tournament
- 25** Mother + Son Date Night
- 27** Foundation Family Skate
- 14** Spring Skating Exhibition
- 26** Middle School Ski Trip

### March

- 20** Yoga + Mimosas
- 28** Doggie Egg Hunt

### April

- 4** Egg Hunt

### May

- 1 + 2** Ice Show
- 2** Beach Clean-Up + Summer Kickoff
- 25** Memorial Day

### June

- 17** Children's Concert
- 17** Wednesday in the Woods
- 24** Children's Concert
- 24** Wednesday in the Woods
- 26** Beach Bash (21+)

### July

- 4** Firecracker 5K
- 4** Fourth of July Parade
- 4** Fourth Fest
- 4** Fireworks & Band
- 8** Children's Concert
- 8** Wednesday in the Woods
- 11** Unplug & Play Beach Carnival
- 15** Children's Concert
- 15** Wednesday in the Woods
- 22** Children's Concert
- 22** Wednesday in the Woods
- 24** Family Camp Out
- 29** Children's Concert
- 29** Wednesday in the Woods

### August

- 5** Children's Concert
- 5** Wednesday in the Woods
- 12** Wednesday in the Woods
- 19** Family Luau + Concert
- 22** Park Takeover
- 26** Back to School Bash

### September

- TBD** Paws & Popcorn Movie Night
- 26** Bike Winnetka
- 26** Fall Fest

### October

- 23** Pumpkins in the Woods

### November

- 11** Veterans Day
- 25-December 18** Santa's Mailbox

### December

- 4** Holiday Tree Lighting
- 12** Holiday Skating Exhibition
- 16** Gingerbread House Workshop
- 24** Holiday Sing





# Fourth of July

## 2026 Sponsorship Opportunity

Every year, business and community leaders generously donate their time and financial support to make this day special for our community.

**Become a Fourth of July sponsor for \$2,000.**

**Benefits include:**

- » VIP placement in the parade.
- » Complimentary parade entry for your company.
- » Customized 3x10 banner with your company name, logo, and sponsorship recognition.
- » Verbal recognition at Winnetka's fireworks show.
- » Signage and print recognition.
- » Recognition with company logo on our website.
- » E-blast recognition to over 10k subscribers (pre-parade email and post-parade email).
- » Digital recognition and more.

Contact us for details to be a band sponsor.

**Fourth of July Events:**

*Aprox. 2,000 attendees per event*

- » Parade
- » Events on the Green
- » Fireworks + Concert





# Seasonal Brochure

## 2026 Advertising Opportunity

The Winnetka Park District brochure is sent out four times a year (Winter, Spring, Summer, Fall) to households in Winnetka, Northfield, and parts of Glencoe and Kenilworth.

Choose to advertise in one brochure or advertise in all four to receive a 10% discount.

**Back Cover**  
8.5x6 inches



**Inside Cover**  
8.5x11 inches



**Half-Page Internal**  
8.5x5.5 inches



**Quarter-Page Internal**  
4.25x5.5 inches



Location	One Brochure	Four Brochures
Back Cover	\$2,000	\$7,200
Back Inside Cover	\$1,000	\$3,600
Half-Page Internal	\$650	\$2,340
Quarter-Page Internal	\$375	\$1,350



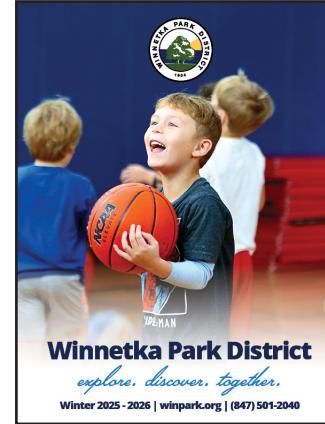
**6,100**  
households



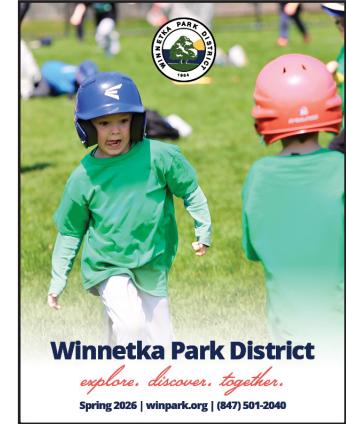
**17,900**  
(avg.) online views



**10,000+**  
email subscribers



**Winnetka Park District**  
*explore. discover. together.*  
Winter 2025 - 2026 | [winpark.org](http://winpark.org) | (847) 501-2040



**Winnetka Park District**  
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Spring 2025 | [winpark.org](http://winpark.org) | (847) 501-2040

**Summer Events**

**Summer Kickoff at the Beach**  
SATURDAY, MAY 4 | 10AM-12PM  
While celebrating the start of summer at the beach, bring your beach gear and learn about the Winnetka Beach, including beach safety and learn to swim demonstrations. Families can also participate in beach cleanup, step and dance, and more! All participants will receive a gift bag and will be entered into a raffle to win a free Family Beach Pass for 2025.

AGES: 4-12 LOCATION: Tower Beach

**Memorial Day Observance**  
MONDAY, MAY 27 | PARADE 10AM | CEREMONY 11AM  
Please join us in the 2nd annual Memorial Day Parade and honor those who gave their lives serving our country. The parade will start at the intersection of Main Street and Ogallala Street and heads west to the Village Green for a ceremony. These interested in volunteering can contact Tony Ross at 847-501-2040.

AGES: 10 LOCATION: Village Green Park

**Lloyd Beach Bash**  
FRIDAY, JUNE 21 | 6-10PM  
What better way to spend the evening than a party on the beach! Bring your beach gear, your friends, neighbors, and head down to Lloyd Beach for our 2nd annual Beach Bash! Dance to the music of DJ's from the Winnetka Park District, some lawn games, or just relax at the beach.

Additional activities will be available for purchase. All registrants will be entered into a raffle to win a \$500 gift card to the Winnetka Park District Foundation.

AGES: 10 LOCATION: Lloyd Beach

**Unplug Day at the Beach**  
SATURDAY, JULY 15 | 12-2PM  
Unplug Day at the Beach is back at our annual Beach Carnival! Children will spend the afternoon sliding down a giant slide, playing games, and more! There will be a raffle and a drawing for prizes. Only children need to register, registrants are asked to bring an adult to accompany them.

AGES: 10 LOCATION: Tower Beach

FEES: \$200 (Individual/Resident)

**End of Summer Family Luau**  
FRIDAY, AUGUST 11 | 4-7PM  
Join us for our annual Luau at the beach! Bring your beach gear, your friends, and your family to the beach to say goodbye to summer! Join us at Lloyd Beach for our End of Summer Family Luau! Enjoy live music, food, and fun by The Berthoff Harmonicas, and a Pig Roast brought to you by the Winnetka Park District.

AGES: 11-14 LOCATION: Lloyd Beach

**Park Takeover**  
SATURDAY, AUGUST 24 | 11AM-2:30PM  
Join Hot Shots Sports and the Winnetka Park District for a fun day of fun and games! Bring your beach gear and your family! There will be a transform and a variety of beach games and activities for you to play and compete for prizes. We encourage you to bring your kids to have a fun, safe, and purging experience.

AGES: 11-14 LOCATION: Tower Beach

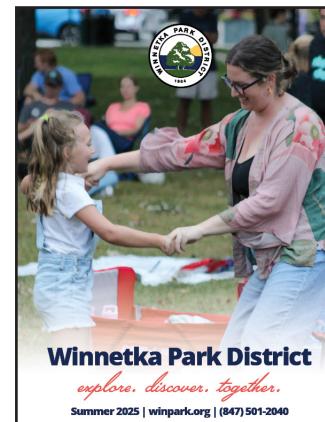
**Ultimate Warriors Obstacle Course**  
July 21-22 | 10-12am  
July 21-22 | 12-2pm  
July 21-22 | 2-4pm  
July 21-22 | 4-6pm

Elite Foot Battle  
July 21-22 | 10-12am  
July 21-22 | 12-2pm  
July 21-22 | 2-4pm

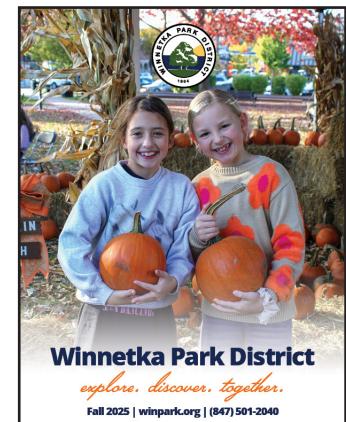
AGES: 10-14 LOCATION: Tower Beach

FEES: \$100 (Individual/Resident)

**Special Events**



**Winnetka Park District**  
*explore. discover. together.*  
Summer 2025 | [winpark.org](http://winpark.org) | (847) 501-2040



**Winnetka Park District**  
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Fall 2025 | [winpark.org](http://winpark.org) | (847) 501-2040