



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, acknowledgment 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*



Become a Sponsor Today:

Contact Kate Erickson, Marketing + Communication Manager
Email: kerickson@winpark.org
Phone: (847) 716-1299



Egg Hunt

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



Wednesday in the Woods Concerts

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



Lloyd Beach Bash

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



Firecracker 5k

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



Fourth of July

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



Unplug at the Beach Carnival

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



Family Campout

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



End of Summer Luau + Concert

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



Back to School Bash

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



Bike Winnetka

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



Fall Fest

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



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	Back Inside Cover	Half-Page Internal	Quarter-Page Internal
8.5x6 inches	8.5x11 inches	8.5x5.5 inches	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



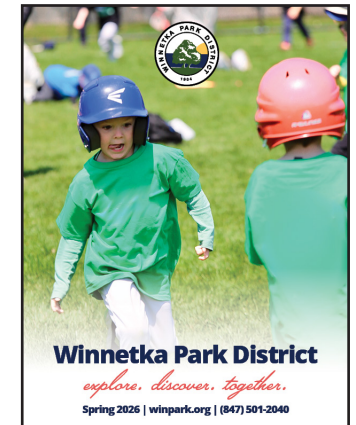
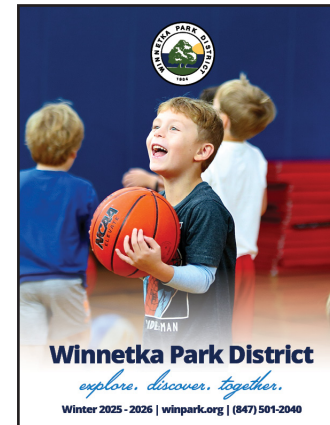
6,100
households



17,900
(avg.) online views



10,000+
email subscribers



Summer Events

Summer Kickoff at the Beach
SATURDAY, JUNE 4 | 10AM-12PM
Join us for a fun-filled day at the beach. Bring your sunscreen, beach toys, and a picnic. We'll have beach volleyball and lawn games. Kids will enjoy a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

Memorial Day Observance
WEDNESDAY, MAY 27 | 10AM-12PM
Join us for a special Memorial Day observance. We'll have a flag-raising ceremony, a keynote address, and a special lunch. Free admission. All ages welcome. **LOCATION:** Village Green Park
AGE: All
REG: \$10 (includes picnic)

Lloyd Beach Bash
FRIDAY, JUNE 21 | 4-10PM
Join us for a fun-filled day at the beach. We'll have beach volleyball, lawn games, and a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

Unlugging Day at the Beach
SATURDAY, JULY 13 | 10-12PM
Join us for a special Unlugging Day. We'll have a keynote address, a special lunch, and a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

Family Camp Out

FRIDAY + SATURDAY, JULY 24-25 | 6PM-10AM
Join us for a special Family Camp Out. We'll have a keynote address, a special lunch, and a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

End of Summer Family Luncheon
FRIDAY, AUGUST 14 | 12PM
Join us for a special End of Summer Family Luncheon. We'll have a keynote address, a special lunch, and a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

Park Takeover
SATURDAY, AUGUST 24 | 10AM-12PM
Join us for a special Park Takeover. We'll have a keynote address, a special lunch, and a special beach-themed lunch. Free admission. All ages welcome. **LOCATION:** Lloyd Beach
AGE: All
REG: \$10 (includes beach toys and picnic)

