

PARKNER SPONSORSHIPS

2024



NEW LENOX
COMMUNITY
PARK DISTRICT

newlenoxparks.org



Grand Opening of Sky Harbor Park, July 2023



Dear Community Business Member:

On behalf of the New Lenox Community Park District, we are grateful to have your interest in the different sponsorship opportunities. Our district currently serves 68,000 residents with an operating taxing rate of \$0.23; partnering with local businesses allows for opportunities to provide unique and high-quality programs and events that connect organizations like yours with the community.

As home of the Proud Americans, we take pride in serving thousands of participants through our recreational sports and programs as well as a variety of special events.

We are happy to work with businesses of all sizes to offer many different sponsorship opportunities that fit your goals and budget. The success of these programs and events are contingent on sponsorship and the support of local businesses and organizations. Without your continuous support, we would not have the opportunity to offer our community programs at a reasonable price.

Please review the enclosed Sponsorship Packet and we invite you to connect with the New Lenox Community Park District. Help us provide "Quality Community Life" to New Lenox!

Thank you,

Greg S. Lewis. CPRP
Executive Director
New Lenox Community Park District

Parkner Sponsor Package

PLATINUM SPONSOR \$5,000 VALUE

- Exclusive marketing on up to 10 programs of choice
- Company name/logo inclusion in up to 10 program-specific email communications
- Company name/logo included in all press releases related to chosen programs/events
- Company logo and website link included on our website
- Company logo and weblink included on our website event pages
- Multiple social media recognition through New Lenox Community Park District channels
- 1/2 page Ad in 3 Program Guides
- Opportunity to have a vendor table at 10 designated programs/events

GOLD SPONSOR \$3,500 VALUE

- Exclusive marketing on up to 5 programs/events of choice
- Company name/logo inclusion in up to 5 program-specific email communications
- Company name/logo included in all press releases related to chosen programs/events
- Company logo and weblink included on our website event pages
- Multiple social media recognition through New Lenox Community Park District channels
- 1/4 page Ad in 3 Program Guides
- Opportunity to have a vendor table at 5 designated programs/events

SILVER SPONSOR \$2,000 VALUE

- Exclusive marketing on up to 3 programs/events of choice
- Company name inclusion in up to 3 program-specific email communications
- Company name included in all press releases related to chosen program/events
- Company logo and weblink included on our website event pages
- Multiple social media recognition through New Lenox Community Park District channels
- 1/4 page Ad in 3 Program Guides
- Opportunity to have a vendor table at 3 designated programs/events



*To customize your Parkner Sponsorship Package contact
Amy Maher at amaher@newlenoxparks.org.*

Sponsorship Benefits

Event Sponsor: \$600

- Company logo & link on special event webpage
- Company logo on printed materials
- Logo on NLCPD Facebook Event Page
- 2 Mentions & tag on NLCPD social media
- Vendor space at the event (optional)*
- Mentions by emcee during event

Supporting Sponsor: \$250

- Company name & link on special event webpage
- Company name on printed materials
- 2 Mentions & tag on NLCPD social media
- Mentions by emcee during event

In-Kind Donation

Another way that local organizations help support the New Lenox Community Park District is through in-kind donations. It's a great way to get involved and also get the message out about your organization or business. Contact Amy Maher if you would like to make an in-kind donation to the Park District at amaher@newlenoxparks.org.

Flashlight clover hunt

Hop Till You Drop

Bark in the Park

Touch-a-Truck

Drenched Dad

Bake Me Crazy Picnic

Park Parties

Kids Fishing Derby

Grandparent and Me Fishing Day

Dad and Daughter Dance

Big Bad Pumpkin Party

Noon Year's Eve Party

AND MORE!



***Per year we create three program guides for our community: Winter/Spring (January-April) Summer (May-August), and Fall (September-December). The Park District staff starts planning each guide three months prior, please inquire about new programs and events that may not be listed in this packet.

Sponsorship Benefits

Gold - \$1,000:

- Company Logo on NLCPD website event page
- Company Logo on Run-sign up page
- Company logo on Facebook Event Page
- 5 mentions on social media, including link to company's social media accounts
- Logo on event t-shirts that go to all participants
- Opportunity for vendor/tent space (optional)
- 1/8th page ad in NLCPD program guide
- Mentions by the emcee throughout the event

Silver - \$600:

- Company Logo on event page on NLCPD website
- Company Logo on Run-sign up page
- 3 mentions on social media, including link to company's social media accounts
- Logo on event t-shirts that go to all participants
- Opportunity for vendor/tent space (optional)
- Mentions by the emcee throughout the event

Bronze - \$250:

- Name and weblink on event page on NLCPD website
- Company Logo on Run-sign up page
- Opportunity for vendor/tent space (optional)



- Company logo and web link on Summer Camp web page
- Company Logo on Summer Camp T-shirts (logos printed on 300 shirts)
- 8 Mentions & tag on NLCPD social media
- Company name on printed materials
- Company logo with website link included in weekly E-blasts
- Company logo on summer camp signage
- 1/2 page digital ad in Summer Program Guide

- Company logo and web link on Summer Camp web page
- 5 Mentions & tag on NLCPD social media
- Company name on printed materials
- Company name on summer camp signage
- Recognition in intro E-blast

- Company logo and web link on Summer Camp web page
- 2 Mentions & tag on NLCPD social media
- Company name on printed materials
- Recognition in intro E-blast

Another way that local organizations help support our summer camp program is through in-kind donation. It's a great way to get involved and also get the message out about your organization or business. Contact Amy Maher if you would like to make an in-kind donation to the Park District at amaher@newlenoxparks.org.



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Sponsorship Benefits



Title Sponsor: \$1,000 *Limit 1/Athletic League*

- Company logo on website league page
- 3 Mentions & tags on NLCPD Social Media
- Company name on printed materials
- Vendor space on game days 1x/month
- Company logo with website link included in league E-blasts
- Company logo & website link on Teamsideline
- Company name on league signage
(May include posters or banners)
- 1/4 page digital ad on Athletic League page in Program Guide

Supporting Sponsor: \$500

- Company logo on website league page
- 2 Mentions & tag on NLCPD social media sites
- Company name on printed materials
- Recognition in introduction E-blast
- Vendor space on game days 1x/league

Adult Leagues

Children's Flag Football League

Kick Start Soccer League

T-Ball League

Children's Basketball League



Visibility: ~300-1000 onsite (participants + spectators)

Sponsorship Form Terms & Conditions

Sponsorship Purpose: Sponsorship and advertising with NLCPD positively promotes and financially supports the mission, vision and values of the District towards this healthy infrastructure for our community.

Conflict of Interest: NLCPD reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business or individual.

Payment: Your organization or business agrees to pay the full sponsorship amount within 30 days of filling out this form.

Rescheduling: As deemed necessary, NLCPD holds the right to cancel or reschedule an event, publication or project at its discretion.

Refunds & Cancellations: In the case of event cancellation, rain dates are not scheduled unless specified. If NLCPD deems it necessary to cancel an event, or advertisement and the event is not rescheduled, the Sponsor will have the option to choose another event/program in the same tier in place of the event that was cancelled. The amount paid for the initial event will be put towards the sponsorship fee of a future event. No refunds will be given.

Event Day: Sponsorships including on-site benefits must arrive on time as scheduled with the NLCPD.

Logos: Submit logos to Recreation Supervisor, Amy Maher at amaher@newlenoxparks.org with the following specifications: Full color PDF, JPEG, PNG, with the fonts outlined (minimum resolution 300 dpi).

Files saved as .doc, .xls, .ppt, or .pub will not be accepted.

Check the sponsorship level and list event(s) to which your organization is involved

Special Event(s) ☐ \$250 each ☐ \$600 each ☐ \$1,000 each

List Event: _____

Camp Sponsor: ☐ Title Sponsor ☐ Gold Sponsor ☐ Silver Sponsor

Athletic League(s) ☐ Title Sponsor ☐ Supporting Sponsor

List League: _____

Please mark payment type: <input type="checkbox"/> CASH <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMERICAN EXPRESS	Billing Address Zip Code: _____	Check or Money Order Payable To: New Lenox Community Park District Attn: Amy Maher Mail/Drop Off To: New Lenox Community Park District 701 W. Haven Ave. New Lenox, IL 60451
	Account Number: _____	
	Expiration Date: ____ / ____ Security Code: _____	
	Cardholder Name: _____	
	Billing Address: _____	
	Address City/State	
	Amount of Charge: \$ _____	
	Authorized Signature: _____	

By signing below, you and the organization you represent acknowledge and agree to these terms.

Sponsorship Amount: _____

Company Name (Please Print): _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Company Website: _____

Signature: _____ Date: _____

Office Use Only

Date Processed: _____

By: _____

AR#: _____



NEW LENOX COMMUNITY PARK DISTRICT PROGRAM GUIDE DIGITAL ADVERTISING

***** Price includes ad in our program guide and...**

- *1/8 page ad and 1/4 page ad include Advertiser Name and Weblink on program guide web page.*
- *1/2 page ad and Full Page ad include Company Logo and weblink on our program guide web page.*

AD SIZE	AD SPECS.	AD COST	3 ADs Seasonally (Commit to 3 Program Guides, pay seasonally.)	3 ADs PRE-PAY (Pay for all 3 ads in advance)
1/8 Page Color	2 1/8" x 3 1/2"	\$75	\$60	\$161/3 Ads
1/4 Page Color	3 1/2" x 4 1/2"	\$150	\$120	\$342/3 Ads
1/2 Page Color - Horiz.	7 1/4" x 4 1/2"	\$275	\$220	\$627/3 Ads
1/2 Page Color - Vert.	3 1/2" x 9 1/4"	\$275	\$220	\$627/3 Ads
Full Page Color	7 1/4" x 9 1/4"	\$525	\$420	\$1,197/3 Ads

Please note: In order to ensure quality reproduction, all ads must be produced and forwarded to size specifications as listed above, and in press-ready artwork format. Please e-mail all artwork to Amy Maher at amaher@newlenoxparks.org. Advertising space is accepted on a first-come, first-served basis. Space will only be reserved upon receipt of a signed insertion order along with pre-payment. A \$25 ad space late fee will be applied if ad is reserved after the deadline. If the ad is not paid by the payment deadline, the ad will not be run in the Program Guide.

Winter/Spring 2023/24 Deadlines

Space Order Deadline: Tuesday, October 31, 2023

Payment & Artwork Deadline: Tuesday, November 7, 2023

Summer 2024 Deadlines

Space Order Deadline: Wednesday, February 28, 2024

Payment & Artwork Deadline: Wednesday, March 13, 2024

Fall 2024 Deadlines

Space Order Deadline: Wednesday, June 12, 2024

Payment & Artwork Deadline: Wednesday, June 26, 2024



Need an ad designed? We can create an ad for you!
Email amaher@newlenoxparks.org for more information.



NEW LENOX COMMUNITY PARK DISTRICT PROGRAM GUIDE DIGITAL ADVERTISING

COMPANY: _____
CONTACT: _____
ADDRESS: _____
CITY/STATE/ZIP: _____
PHONE: _____ EMAIL: _____

PLEASE INDICATE AD SIZE:

☐ 1/8 PAGE ☐ 1/4 PAGE ☐ 1/2 PAGE(H) ☐ 1/2 PAGE(V) ☐ FULL PAGE

ARTWORK:

☐ NEW PRESS-READY ART TO BE PROVIDED

☐ REPEAT ARTWORK

ARE YOU COMMITTING TO 3 MONTHS OF ADVERTISING?

☐ YES (SUMMER, FALL, WINTER/SPRING) ☐ NO (ONE-TIME AD ONLY)

PAYMENT INSTRUCTIONS:

☐ PLEASE INVOICE

☐ CHECK/CHECK NUMBER: _____

☐ CREDIT CARD

MASTERCARD VISA DISCOVER AMERICAN EXPRESS

NAME ON CARD: _____

CARD NUMBER: _____

EXPIRATION DATE: __/__/__

3-DIGIT SECURITY CODE: __ __ __ AMOUNT OF CHARGE: _____

THE UNDERSIGNED DOES HERBY GRANT PERMISSION FOR THE NEW LENOX COMMUNITY PARK DISTRICT TO PUBLISH THEIR AD AS PROVIDED TO THEM FOR THE SEASOANAL PROGRAM GUIDE. THIS AD WILL BE VISIBLE IN OUR DIGITAL PROGRAM GUIDE WITH COMPANY LOGO AND WEBSITE LISTED ON PROGRAM GUIDE WEBPAGE. MUST RESERVE AD PRIOR TO APPLICABLE DEADLINES OR A \$25 AD SPACE LATE FEE WILL BE APPLIED. IF THE AD IS NOT PAID FOR BY THE SEASONAL DEADLINE THE AD WILL NOT BE RUN IN THE PROGRAM GUIDE.

Upon Receipt	For Office Use Only
CR 20-3000-42613-000	
20-3000-42611-000	Date Processed: _____ By: _____
20-3000-42612-000	AR# (If applicable): _____

NAME (PLEASE PRINT)

SIGNATURE

DATE



Events

- Mom & Son Nerf Battle: February 4, 11:00am-1:00pm
- Flashlight Clover Hunt: March 1, Begins at 6:15pm
- Hop Till You Drop!: March 24, 9:45am-12:10pm
- Touch-a-Truck : May 4, 10:00am-Noon
- Bark in the Park: May 19, 10:00am-Noon

Summer and Fall event dates and times are tentative

- Kids Fish Derby: June
- Drenched Dad! Super-Soaker Battle: June
- Summer Park Parties: Summer Dates TBD
- Grandparent & Me Fishing Day: July
- Bake Me Crazy: August
- Big Bad Pumpkin Party: October
- Gobbler Gauntlet: November 16
- Noon Years Eve: December 28

Leagues

Children's Leagues

- Kick Start Soccer League: Summer and Fall
- T-Ball League: Summer and Fall
- Children's Flag Football League: Fall
- Children's Basketball League: Winter

Adult Leagues

- Softball: Summer and Fall
- Sand Volleyball: Summer
- Basketball: Winter

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