



Sponsorship & Partnership
Package Brochure



Sponsorship & Partnership Package Brochure



DES PLAINES PARK DISTRICT

45
PARKS

7
FACILITIES

4
AQUATIC
FACILITIES

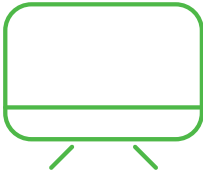
2
GOLF
COURSES

The Des Plaines Park District has a variety of Sponsorship and Partnership Packages that offer local area businesses and organizations the opportunity to reach residents while supporting the Des Plaines community. Packages include print /digital advertising, onsite engagement and brand marketing across high traffic facilities and parks. The Partnership Package allows businesses and organizations a long term sponsorship commitment designed to enhance and strengthen community connections at a reduced overall cost.



125,000+
YEARLY VISITATION

5,800+
HOUSEHOLDS



DPPARKS.ORG
50,000
AVERAGE VISITS
PER MONTH



For more information on how you can connect with the community and partner with the Des Plaines Park District, email

Sponsorships
@DPParks.org

or call
847-391-5700

FACEBOOK
5,500+
FOLLOWERS

70
AVERAGE POSTS
PER MONTH

25,000
AVERAGE REACH
PER MONTH

INSTAGRAM
1,700+
FOLLOWERS

8
AVERAGE POSTS
PER MONTH

4,000
AVERAGE REACH
PER MONTH

TWITTER
1,200+
FOLLOWERS

6
AVERAGE POSTS
PER MONTH



Onsite Special Event Sponsor

Sponsorship Fee:
\$300 → 1 Special Event

Partnership Fee:
**\$1,500 → 6 Special Event
Commitment**



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Attendance

- Per Event
- TBD for Day of the Week
- Duration Range: 3+ Hours

Location

- TBD Based on Event

Value Add for Members

- Giveaway to be provided by Sponsor

Value Add for Sponsor

- First Person Interactions
- Recommendation for Services
- Resident / Non Resident Visibility

Marketing

- Publication in Spectrum (NOT AN AD)
(time sensitive for printing)
- Publication on Event Materials (Event
Digital Landing Page, Event Poster, Event
Rotator Image, Event Social Media Blast,
Day of Signage)





*Pictured above:
Cardboard
Boat Regatta*



*Middle:
Live at the Lake
Concert Series*



*Bottom:
Des Plaines
Fall Fest*

Onsite Facility Signage



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Pictured above: Prairie Lakes Community Center

- Banners are placed in high traffic areas at each facility.
- Banner Specifications include: full color, vinyl, with grommets, see size specs.
- Banner Design requires approval from the Marketing Department.
- Banners will be returned to the Sponsor at the end of the commitment period.
- All additional costs associated with the design and printing of the banner is the responsibility of the Sponsor.
- Should your organization require graphic design assistance our Marketing is available for an additional cost.
- Signarama Des Plaines is our preferred vendor.





SPONSORSHIP FEE: \$1,000 → 12-MONTH COMMITMENT

Prairie Lakes Gymnasium Banner

515 East Thacker Street, Des Plaines

- Specs: 6' x 12' OR 6' x 10'

SPONSORSHIP FEE: \$500 → 12-MONTH COMMITMENT

Administrative & Leisure Center Gymnasium Banner

2222 Birch Street, Des Plaines

- Specs: 6' x 12' OR 6' x 10'

SPONSORSHIP FEE: \$500 → 6-MONTH COMMITMENT

Facility Lobby Posters

Pick one of the 3 Locations

Prairie Lakes Community Center: 515 East Thacker Street, Des Plaines

Administrative & Leisure Center: 2222 Birch Street, Des Plaines

Golf Center Des Plaines: 353 North River Road, Des Plaines

- Specs: 36" x 24"
- Printing in-house available
- 3 Locations

Onsite Facility Signage

*Pictured above:
Golf Center
Des Plaines
Driving Range*

*Pictured below:
Mystic Waters
Family Aquatic
Center*



SPONSORSHIP FEE: \$1,500
6-MONTH COMMITMENT

PARTNERSHIP FEE: \$2,250
12-MONTH COMMITMENT

Golf Center Des Plaines
Driving Range Banner

(First Floor Range or Short Game)
353 North River Road, Des Plaines
• Specs: 6' x 12'

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SPONSORSHIP FEE: \$1,000
APRIL - OCT. COMMITMENT

Lake Park Golf Course
Entrance Banner *(Touhy Avenue)*

1015 Howard Avenue, Des Plaines
• Specs: 6' x 10'

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SPONSORSHIP FEE: \$800
APRIL - OCT. COMMITMENT

Mountain View Adventure
Center Banner *(Algonquin Road)*

510 E Algonquin Road, Des Plaines
• Specs: 6' x 10'

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SPONSORSHIP FEE: \$800
APRIL - OCT. COMMITMENT

Mystic Waters Banner

(Miner Street)
2025 Miner Street, Des Plaines
• Specs: 6' x 10'

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SPONSORSHIP FEE: \$400
JUNE - AUG. COMMITMENT

Mystic Waters Banner *(Interior)*

2025 Miner Street, Des Plaines
• Specs: 6' x 10'

SPONSORSHIP FEE: \$500
APRIL - OCT. COMMITMENT

Rand Park Softball Field Banner

2025 Miner Street, Des Plaines
• Specs: 6' x 10'

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SPONSORSHIP FEE: \$500
APRIL - OCT. COMMITMENT

West Park Baseball Field Banner

651 South Wolf Road, Des Plaines
• Specs: 6' x 10'

.....

SPONSORSHIP FEE: \$350
APRIL - OCT. COMMITMENT

Golf Course Hole Sponsor
Pick one of the 3 Locations

Golf Center Des Plaines:
353 North River Road, Des Plaines

Lake Park Golf Course:
1015 Howard Avenue, Des Plaines

Mountain View Adventure Center:
510 E Algonquin Road, Des Plaines

- Specs: 36" x 24"
 - Printing in-house available
 - 3 Locations
-

SPONSORSHIP FEE: \$1,500
6-MONTH COMMITMENT

(10 bays)

PARTNERSHIP FEE: \$2,500
6-MONTH COMMITMENT

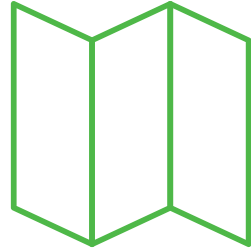
(20 bays)

Automated Driving Range
Tee Station Advertisement

Golf Center Des Plaines:
353 North River Road, Des Plaines

- Specs: 18" x 18"
- Printing in-house available
- 80 bays, average 1.5 million balls
- per month

Brochure Advertisements



BROCHURE DISTRIBUTION

36,000

DELIVERED TO HOMES

4,000

WITHIN FACILITIES AND SURROUNDING BUSINESSES

15,000

PAGE VIEWS



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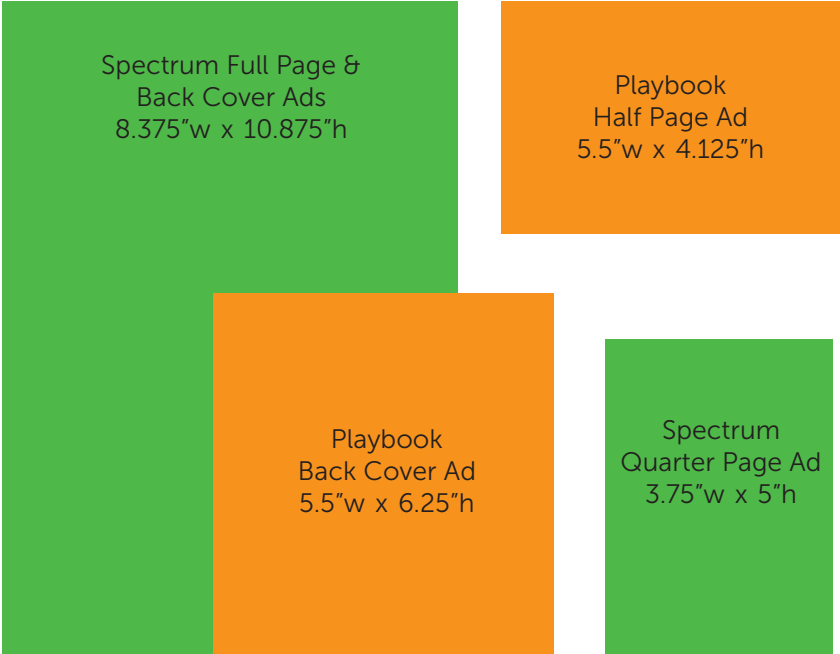
Spectrum

- Full Program Listing
- 40 pages
- Digital Copy @DPParks.org
- Sent to all Households via eBlast
- 4,000 copies available in Des Plaines Park District Facilities, Des Plaines Public Library or City of Des Plaines

Playbook

- Season Highlight Listing
- 16 pages
- Digital Copy @DPParks.org
- 36,000 mailed to Des Plaines Park District Residents
- 4,000 Copies available in Des Plaines Park District Facilities, Des Plaines Public Library or City of Des Plaines





INTERIOR ADVERTISEMENT COMBINATION

Sponsorship Fee: \$900 → 1 Brochure Cycle
Partnership Fee: \$2,250 → 3 Brochure Cycle Commitment
Layout

- Spectrum ¼ page: 3.75" w x 5" h
- Playbook ½ page: 5.5" w x 4.125" h
- QR code option additional \$200 fee per Brochure Cycle

BACK COVER ADVERTISEMENT COMBINATION

Sponsorship Fee: \$2,500 → 1 Brochure Cycle
Partnership Fee: \$5,000 → 3 Brochure Cycle Commitment
Layout

- Spectrum full page: 8.375" w x 10.875" h
- Playbook full page: 5.5" w x 6.25" h
- QR code option additional \$200 fee per Brochure Cycle



Value Add for Sponsor

- Community Wide Visibility
- Ads can vary across publication seasons

Digital Marketing Advertising Value Adds



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DPPARKS MOBILE APP

1,000+
USERS

10
AVERAGE POSTS
PER MONTH

PLUS
REAL TIME UPDATES/
CONDITIONS

SPONSORSHIP FEE: \$200
3-MONTH COMMITMENT
DPParks.org Main Page Rotator

- Requires new Full Color Ad every 30 days

SPONSORSHIP FEE: \$200
3-MONTH COMMITMENT
DPParks Interactive Mobile App Main Page Rotator

- Requires new Full Color Ad every 30 days

SPONSORSHIP FEE: \$75
1-MONTH COMMITMENT
DPParks Facebook Page

- Requires new Full Color Ad every 30 days
- 3 Monthly Posts, can decided day & time
- Promotional Boost additional fee per option chose with Facebook Marketing





*Pictured above:
Chippewa
Pickleball
Players*

*Pictured below
left: Prairie
Lakes Fitness
Center*

*Pictured below
right: Prairie
Lakes Fitness
Center &
Strength Room*



In-Kind Donations

Individuals and companies may also support the Des Plaines Park District programs and special events with in-kind contributions. These products or funds will go directly to the program of your choice to enhance the overall experience. Product based in-kind donations will require a meeting with with the Supervisor of the Department to ensure the alignment with program needs.

Program, Team or League Sponsor

Sponsorship Fee:
\$1,000

Partnership Fee:
\$3,000

Programs

- Creative Corners Preschool
 - School of Dance
 - Summer Day Camp
 - Swim School
-

Leagues

- Adult Leagues (Softball, Basketball, Pickleball)
 - Youth Leagues (Soccer, Basketball, Golf)
 - High school Intramural Series
(Softball, Dodgeball, Volleyball)
-

Teams

- Artistry in Motion
- Warriors Swim Team
- Jr. Warriors & Lady Warriors Feeder Basketball



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Pictured far left: School of Dance Annual Recital

Pictured left: Youth Soccer Leagues



Sponsorship Fee includes:

- Logo screen-printed on district provided gear
- Logo & Partnership Supporter Social Media Posts (1)

Partnership Fee includes:

- Logo screen-printed on district provided gear
- Logo & Partnership Supporter on @DPParks.org
- Logo & Partnership Supporter in Playbook & Spectrum (Brochures)
- Logo & Partnership Supporter Social Media Posts (3)
- Logo on e-blast to families





FOR MORE INFORMATION

Email: Sponsorships@DPParks.org

Phone: **847-391-5700**