



# SPONSORSHIP PROGRAM

## SPECIAL EVENTS

### **Mission Statement**

The Morton Grove Park District is committed to enrich the quality of community life and promote recreational activities through creative programming for people of all ages and abilities, while protecting open space and natural resources for future generations.



# SPONSORSHIP PROGRAM

## 2021 SPECIAL EVENTS

**Choose 2021 Sponsorship Opportunities early to get the maximum marketing benefit!**



### REACH AND EXPOSURE

Sponsor impact includes one day of direct live exposure, logo placement in key print media and collateral materials.

Your sponsorship reach continues long after the event, Look at the reach of community visibility.

MGPD Resident Households: 9400

Monthly Website Views: 19107

Activity Guides Printed : 28000 PER YEAR  
Residents receive our seasonal Activity Guide

Special Event Postcards: 28000 PER YEAR

Email Subscribers: 10,000

Social Media Followers: 2,881

### Enhance your business' credibility and visibility in the community.

The Morton Grove Park District is responsible for providing parks, recreational facilities, and programming to the community. With more than 8,000 residents of the local community attending our events each year, partnering with us represents an excellent opportunity for your business to increase visibility to the local residents, while aligning your business with a positive brand in the community.

### The Benefits

- » Connect with new consumers that align with your target market(s)
- » Reinforce relationships and evoke positive feelings
- » 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

### Bundle for additional benefits

Bundle events and get the most out of your marketing budget. Based on your business' marketing goals and budget, we will work with you to develop a customized plan tailored to your needs.

You'll benefit from short-term/long-term brand-building objectives by sustaining long term marketing exposure and unlock your marketing value's full value.

# MEDIA OVERVIEW

## PRINT



- **EVENT POSTCARD**
- **EVENT AD COMMUNITY NEWSPAPERS**
- **EVENT AD IN ACTIVITY GUIDE**
- **SPONSOR LISTING PAGE IN ACTIVITY GUIDE**

WITH SPONSOR NAME OR LOGO\*\*

### 1/2 PAGE OR FULL PAGE\* AD IN PRINT ACTIVITY GUIDE

\*INCLUDED AS A PART OF THE SILVER, GOLD AND PARTNER SPONSORSHIP PACKAGES



### MAXIMIZE MARKETING EXPOSURE

Sponsor/Partner ads\* in print placed in three seasonal Activity Guides per year. (\$750-\$1800 VALUE TO SPONSOR\*)

1. Summer, 2. Fall, and 3. Winter-Spring

Delivered to over 9,400 households three times a year. (28,200 per year)

### KEY BENEFITS

Opportunity for sponsor/partner to have ad placed, year-round.  
- Increases visibility in the marketplace, builds a positive image and helps gain and retain customers. The 3.5 to 5 month shelf life of each Activity Guide is an efficient way to advertise.

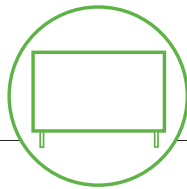
### READERSHIP

Our readers are active moms, dads, grandparents, and other individuals responsible for planning activities and purchases for their families.

### EXPOSURE

Park District residents indicate that the Activity Guide is their primary source for information on the Morton Grove Park District. Due to the staggered start dates of programs and special events, residents hold on to the activity guide and refer to the guide throughout the season. Ads have many opportunities to be seen during the guide's shelf life.

## OOH



### EVENT BANNERS HUNG AT FOUR PARK DISTRICT ENTRANCES

WITH SPONSOR NAME OR LOGO\*\*

### FIELDHOUSE EVENT SIGNAGE

WITH SPONSOR NAME OR LOGO\*\*

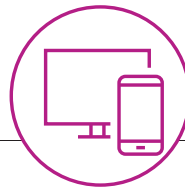
### ADDITIONAL EVENT SIGNAGE HUNG AT VILLAGE SITES

WITH SPONSOR NAME OR LOGO\*\*

### ADDITIONAL EVENT SIGNAGE HUNG AT ALL PRIMARY PARK DISTRICT SITES

WITH SPONSOR NAME OR LOGO\*\*

## DIGITAL



### WEBSITE BANNER WITH EVENT

WITH SPONSOR NAME OR LOGO\*\*

### TARGETED WEB BANNER

WITH SPONSOR NAME OR LOGO\*\*

### EMAIL BLASTS TO ALL MGPD LISTS

### SPONSOR NAME OR LOGO\*\* ON PARK DISTRICT WEBSITE

### REACH DIGITAL SIGNBOARD SPONSOR DISPLAY AD IN LOOP\*

ON DISPLAY AT THE PRAIRIE VIEW COMMUNITY CENTER  
\*INCLUDED AS A PART OF THE SILVER AND GOLD SPONSORSHIP PACKAGES

### DIGITAL ONLINE VERSION OF ACTIVITY GUIDE WITH SPONSOR LINK ON AD\* AND SPONSOR LISTING PAGE. DRAWS HUNDREDS OF VISITORS EACH DAY

### EVENT LISTING W/GOLD SPONSOR(S) LISTED ON DIGITAL SIGN

\*\*INCLUDED AS A PART OF THE SILVER AND GOLD SPONSORSHIP PACKAGES

## SOCIAL



### EVENT LISTING ON FACEBOOK

### PROMOTED SOCIAL POSTS TO BOOST EVENT AWARENESS AND ATTENDANCE

### TARGETED EVENT POSTS ON FACEBOOK, INSTAGRAM, AND TWITTER

# 2021

RESTRUCTURED SPONSORSHIP PROGRAM OFFERS COMMUNITY PARTNERS MORE DIGITAL, PRINT, AND SOCIAL MEDIA EXPOSURE BEFORE AND AFTER EVENTS.

# SPONSORSHIP PROGRAM

## 2021 SPONSORSHIP LEVELS

Bundle your sponsorship package to get more out of your investment.

Choose 2021 Sponsorship Opportunities early to get the maximum marketing benefit!

Please note: The total dollar amount of all selected sponsor events is eligible for the specific level of membership benefits.

For example, if you choose to sponsor two \$250 events and a \$500 event, you would become a Gold Sponsor for 2021.

### GOLD

### \$1000 & up

Logo on all promotional materials (print and digital)

Logo on sponsor page in Activity Guide

Logo w/website sponsor link in Digital Activity Guide

Half-page ad in the Activity Guide

An ad to run continuously on the (REACH) digital sign in the  
Prairie View Community Center for one month prior and post-event.

Special recognition pre and post-event on social media.

Logo w/sponsor link on Park District website

10x10 Booth Space at Event

Benefits listed on page 3

Option to provide items for goodie bags

Banner Displayed at Event (Provided by Sponsor)

#### BECOME A SPONSOR TODAY

Kathy Herrmann  
Marketing Manager  
Morton Grove Park District  
6834 Dempster Street  
Morton Grove, Illinois 60053  
P: (847) 965-0971  
E: [kherrmann@mgparks.com](mailto:kherrmann@mgparks.com)

A Morton Grove Park District Sponsorship provides a rare opportunity to lend support to the community as well as directly target a demographic of active families in a relaxed, friendly and festive environment.

#### PARTNER SPONSORSHIP ARE AVAILABLE

Please email [kherrmann@mgparks.com](mailto:kherrmann@mgparks.com) for more information.

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### SILVER

#### \$500

Recognition on promotional materials (print and digital)

Special recognition pre and post-event on social media.

Logo on sponsor page in Activity Guide

Logo w/sponsor link on Park District website

Option to provide items for goodie bags

10x10 Booth Space

Benefits listed on page 3

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### BRONZE

#### \$250

Logo on sponsor page in Activity Guide

10x10 Booth Space at event

Benefits listed on page

Onsite Table Onsite at Event

Get your company's name out in front of thousands of people by becoming Morton Grove Park District sponsor.

Depending on your level of investment, your message will be seen during Morton Grove promotional periods and on-site, through a variety of media, including Print, Out Of Home (OOH), Digital, and Social Media platforms. See page 3 for more info.

# SPONSORSHIP PROGRAM

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