



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

2023 - 2024 SPECIAL EVENTS

**Choose 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: 3,097

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 GOLD, GOLD PLUS 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. Spring - 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 a an efficient way to advertise.

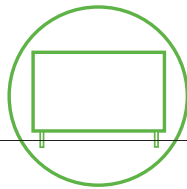
READERSHIP

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 PARK DISTRICT ENTRANCES

WITH SPONSOR NAME OR LOGO**

FIELDHOUSE EVENT SIGNAGE

WITH SPONSOR NAME OR LOGO**

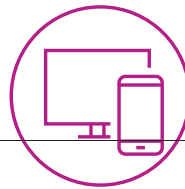
ADDITIONAL EVENT SIGNAGE HUNG AT VILLAGE SITES

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 VIEWERS TO SPONSOR WEBSITE

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

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

*INCLUDED AS A PART OF THE GOLD AND GOLD PLUS SPONSORSHIP PACKAGES

SOCIAL



EVENT LISTING ON FACEBOOK

PROMOTED SOCIAL POSTS TO BOOST EVENT AWARENESS AND ATTENDANCE

TARGETED EVENT POSTS ON FACEBOOK, INSTAGRAM, AND TWITTER

**2023
2024**

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

SPONSORSHIP PROGRAM

2023 -2024 SPONSORSHIP LEVELS

Bundle your sponsorship package to get more out of your investment.
Choose Sponsorship Opportunities early to get the maximum marketing benefit!

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 prime events at \$500 each you would become a Gold Sponsor,
Gold Plus sponsors we will work with you to develop a customized plan and bundle events tailored to your needs.

GOLD AND GOLD PLUS

\$1000 & up

- Sponsor of two prime events
- 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
- This sponsorship runs for one year. Benefits listed on page 3
- Option to provide items for goodie bags or handouts at events
 - Banner Displayed at Event (Provided by Sponsor)

BECOME A SPONSOR TODAY

Susan Smentek, CPRE
Sponsorship Coordinator
P: 847-965-0387
E: ssmentek@mgparks.com

Morton Grove Park District
6834 Dempster Street
Morton Grove, Illinois 60053

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.

Please email ssmentek@mgparks.com for more information.

SPONSORSHIP PROGRAM

2023-2024 SPONSORSHIP LEVELS

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Choose 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 small events (attendance of 50 or less), or one prime event (s) (attendance of 250 - 2000) you would become a Silver Sponsor.

SILVER AND SILVER PLUS

\$500 & up

- Sponsor of one prime event
- 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 (table and two chairs provided)
 - Benefits listed on page 3

ONSITE BRONZE

\$650

- Logo on sponsor page in Activity Guide
- 10x10 Booth Space at event (table and two chairs provided)
 - Three prime events

PATRON

\$25 to \$499

- Sponsor listing in Fall Activity Guide
 - In kind donation opportunities

Being a Morton Grove Park District sponsor increases visibility in the community.

SPONSORSHIP PROGRAM

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.



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PARTNER SPONSORSHIP ARE AVAILABLE
Please email ssmentek@mgparks.com for more information.

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Morton Grove, Illinois 60053

Terms and Conditions

1. Statement of Purpose: Sponsorships and advertising with the Morton Grove Park District positively promote and financially support the District's mission, vision, and values.
2. First come - First Served: Sponsorship opportunities will be extended to any business, non-profit agency, governmental agency, organization, or individual that wishes to have a presence with the District on a first come- first served basis, provided that the proposed sponsorship otherwise conforms with the policies, as stated herein.
3. Conflict of Interest: The District reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual.
4. Cancellation and Rescheduling by the District: As deemed necessary, the District holds the right to cancel or reschedule an event at its discretion. The fee will NOT be refunded to the Sponsor; in case of cancellation, it will be applied as a credit to the Sponsor for another park district event chosen by the Sponsor.
5. Weather Cancellations: In case of event cancellation, no rain dates are scheduled unless specified. The fee will NOT be refunded to the Sponsor; in case of cancellation, it will be applied as a credit to the Sponsor for another park district event chosen by the Sponsor.
6. Logos and Print Ad Files: Submit ads with the following specifications: It is advised to submit full color pdfs with the fonts outlined or full color, minimum 300 dpi jpg. Ads saved as .doc, .xls, .ppt, or .pub will not be accepted.
7. Any marketing material created pre-sponsorship Agreement will not be a part of the package; however, it will be exchanged for equal marketing exposure. For example, banners could be exchanged for the logo in eblasts and or web banners.
8. Indemnification: The Sponsor shall indemnify and hold harmless the District, its park commissioners, officers, employees, volunteers, and agents from and against all claims, damages, losses, and expenses arising from or in any way connected with any act, omission, wrongful act or negligence of Partner or any persons associated with the Sponsor. The Sponsor will similarly protect, indemnify and hold harmless the District against and from all loss, expense, or damage to the District arising out of the negligence, willful misconduct, or breach of this Agreement by the Sponsor, its agents, or employees.
9. Certificate of Insurance: At times, the District may require a Certificate of Insurance from the Sponsor naming the Morton Grove District as additional insured. The certificate must be endorsed, and coverage must be adequate to be consistent with Park District policy.
10. Relationship of Sponsor to MGPD: Sponsor is a legally independent entity from MGPD and shall not represent itself to the public otherwise.
11. Other Terms and Conditions: Not applicable.