



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

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 and, logo on district website.

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

MGPD Resident Households: 9400

Monthly Website Views: 19,200

Activity Guides Printed : 28,000 PER YEAR
Residents receive our seasonal Activity Guide

Special Event Advertising

Email Subscribers: 10,000

Social Media Followers: 5000

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

Four sponsorship levels available (see page 5) and over twenty events to choose from. Bundle events and get the most out of your marketing budget. We will work with you, based on your business' marketing goals and budget, 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.

MORTON GROVE PARK DISTRICT EVENTS OVERVIEW

PRIME SPECIAL EVENTS Attendance 250-1000	MONTH	EVENT DESCRIPTIONS
LIGHT UP THE PARK	First Friday in December	Tree lighting event at Harrer Park Music, refreshments, tractor rides and more.
SANTA COMES TO TOWN	First Saturday in December	Families are invited to stop by Prairie View Community Center and meet Santa and, redeem specially marked candy.
HALLOWEEN FAMILY FEST	October	Kids and their parents dress up and join us for carnival games, pumpkin patch, hayride, inflatables, food to purchase, and more.
EGGSTRAVAGANZA	March or April	Families gather at Prairie View Park for children's activities, a visit with the bunny, and an Egg Hunt.
SWING INTO SUMMER	Tuesday in June	Kick off summer with a concert in the park and kids' activities.
SUMMER CONCERT SERIES	June - August Tuesday evening	Residents come out and enjoy a night of live music at Harrer Park. Food and drink available for purchase.
BACK TO SCHOOL BASH	Second Tuesday August	This annual event is filled with entertainment, kids' activities, food vendors and fun.
CLASSIC CAR SHOW AND CONCERT	Thursday in July	Residents come out and enjoy a night of live music in the park. Food and drink available for purchase.
SPECIAL EVENTS Attendance 20-80	MONTH	EVENT DESCRIPTIONS
FAMILY KITE DAY	Saturday in October	A family fun day in the park. Demonstrations by Chicago Kite Company.
HALLOWEEN DOG EVENT	Saturday in October	Dog costume and trick contests, an agility course, and a photo area. Costume prizes awarded.
HOT COCOA SOCIAL	Friday January + February	Families gather Friday late afternoon to warm up with hot chocolate and entertainment at Prairie View Community Center.
HAPPY NOON YEAR	December 31	Families celebrate the NOON year with music, entertainment, balloon drop, and refreshments.
SWEETHEART DANCE	Friday in February	Children and their special adult gather for a night at our annual event. The evening is filled with dinner, dancing, and games.
DOG EGG HUNT	March or April	Dogs participate in annual egg hunt.
PICKLEBALL TOURNAMENT	May + September	Adults register their teams and participate in tournaments - opportunity for sponsors to provide prize baskets.
OPENING DAY AT THE POOLS	June	First Day of swimming at the pool - Harrer and Oriole Aquatic Center.
MOVIES IN THE PARK	Friday June + July + August	Residents celebrate a monthly "Night Out" at the movies at Harrer Park.
MOVIES AT THE POOL	June or July	It's Dive in movie time! Floatation devices are allowed as we watch a beach-themed show.
FAMILY CAMPOUT	August	Families enjoy a night of fun, including campsite set up, swimming, making s'mores, and a movie.

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BECOME A SPONSOR TODAY

Claire Baumgartner
Recreation Supervisor
Morton Grove Park District
6834 Dempster Street
Morton Grove, Illinois 60053
P: 847-965-0604
E: cbaumgartner@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.

Please email cbaumgartner@mgparks.com for more information.

Platinum and Gold Plus Program Partnership Opportunities

In addition to events, select programs are available for sponsorship.

Bundle events and programs and get the most out of your marketing budget!

Platinum and Gold Plus Sponsors Program Partnership options available at an additional fee.

PROGRAM PARTNERSHIP	SPONSORSHIP	AMOUNT
Summer Camp	Logo on T-shirt	\$500
Life Guards	Logo on Life Guard Staff Shirts	\$500
Club Fitness	Logo on Club Fitness Member Item	\$500



Additional Sponsorship Opportunities

In addition to events, select programs are available for all Morton Grove Park District sponsorship levels for an additional fee.

Bundle events and programs and get the most out of your marketing budget!

PROGRAM OPPORTUNITIES		SPONSORSHIP			
DANCE PROGRAM		Spring & Winter Dance Recitals		\$250	
MGPD BEFORE AND AFTERSCHOOL PROGRAM		Seasonal Parties		\$250	
PRESCHOOL		May Graduation Parties		\$250	
SCHOOL DAY OFF PROGRAM		Entertainment /Field Trip(s)		\$500	
BANNER PROGRAM OPPORTUNITIES		SPONSORSHIP	FEE	CLUB FITNESS DIGITAL SIGN AD	FEE
Available to existing Silver, Gold, Gold Plus, and Platinum Sponsors. Sponsor must provide 72" x 36" horizontal banner(s).			Horizontal AD SIZE 7.25" x 4.75" Must submit high resolution pdf (300 dpi)		
HARRER TENNIS COURT BANNER PROGRAM		6 Months	\$600	3 Months	\$250
		12 Months	\$1000	6 Months	\$400
HARRER AND ORIOLE POOL BANNER PROGRAM		3 Month Seasonal banner	\$1000	> Banners hung at both pools.	
PVCC GYMNASIUM BANNER PROGRAM		6 Months	\$600		
		12 Months	\$1000		

MCPD SPONSORSHIP LEVELS OVERVIEW

PLATINUM \$8000 AND UP

Highest level with premium benefits and maximum exposure

As a Morton Grove Park District Platinum Sponsor, you will have additional sponsorship opportunities only open to Platinum Sponsors.

Prairie View Community Center Gym Banner - \$ 2000
Sponsor must provide a 10' X 6' horizontal banner.
Reserved for Platinum Sponsors, this program delivers top visibility and brand exposure in a high-traffic area

GOLD PLUS \$1500 AND UP

Intermediate level benefits and exposure

As a Morton Grove Park District Gold Plus Sponsor, you will have additional sponsorship opportunities only open to Prime Sponsors. Bundle and get the most out of your marketing budget.

Gold Plus Program Partnership Opportunities available at an additional fee. See info on pages 3-4.

GOLD \$1000

Essential level benefits and exposure

Club Fitness Lobby Visits available for an additional fee (table and two chairs provided).

Additional **Opportunities** available at an additional fee. See info on page 3-4.

PATRON - \$50 to \$499

SILVER \$500

Essential level benefits and exposure

Club Fitness Lobby Visits available for an additional fee (table and two chairs provided).

Additional **Opportunities** available at an additional fee. See info on page 3-4.

IN-KIND DONATIONS

Individuals and businesses can support Morton Grove Park District programs and events through in-kind contributions, directed to the program of choice. Donors will have their logo featured in the fall brochure (print and digital) and receive verbal acknowledgment during the event. In-kind donations must be approved by the sponsorship coordinator.

SPONSOR BENEFIT	PLATINUM	GOLD PLUS	GOLD	SILVER
Half Page ad in three seasonal Activity guides, both print and digital online versions.	X AD SIZE 7.25" x 4.75"	X AD SIZE 7.25" x 4.75"		
10 X 10 booth space at events or programs (table and two chairs provided).	6 events and/or programs	3 events and/or programs	2 events and/or programs	1 event and/or programs
Sponsor name or logo on event banners.	X	X	X	
REACH Digital Signboard Ad displayed in loop at Prairie View Community Center.	X Ad runs 12 months AD SIZE 7.25" x 4.75"	X Ad runs 2 weeks prior and post event AD SIZE 7.25" x 4.75"	X Ad runs 1 week prior and post event AD SIZE 7.25" x 4.75"	
Logo and link to your business website on mortongrovecparks.com.	X	X	X	
Company name and mention on social media posts.	X	X	X	X
Company name on email blast content regarding sponsored events and programs.	X	X	X	X
Thank you, acknowledgement, by MC at sponsored events	X	X	X	X
Sponsor listed in Seasonal Activity Guides, both print and digital online versions for one year. (Effective at the start date of your sponsorship agreement.)	X	X	X	X
Option to provide items for goodie bags or handouts at events or programs.	X	X	X	X

SPONSORSHIP PROGRAM

Depending on your level of investment, your message will be seen during Morton Grove Park District promotion periods and on-site through various media, including print, digital, and social media platforms.



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PARTNER SPONSORSHIPS ARE AVAILABLE

Please email cbaumgartner@mgparks.com

BECOME A SPONSOR TODAY

Claire Baumgartner
Recreation Supervisor
P: (847) 965-0604
E: cbaumgartner@mgparks.com

Morton Grove Park District
6834 Dempster Street
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 offered 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 can 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 high-resolution PDFs with the fonts outlined, eps file or a minimum 300 dpi jpg/png. Ads saved as .doc, .xls, .ppt, or .pub will not be accepted.
7. **Sponsor inclusion of event marketing materials is dependent on the timing of their decision to sponsor said event**
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.