MORTON GROVE
PARK DISTRICT

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 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

PLATINUM EVENT Attendance 1200-3000	**MONTH**	**EVENT DESCRIPTIONS**
FALL FEST	SEPTEMBER	Families gather to bring in the fall season with live music, a beer garden, family-friendly activities and a spectacular drone show.
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.
PRIDE IN THE PARK	June	Celebrating our LGBQ+ community with music, kid's activities, information tables, food vendors and more

BECOME A SPONSOR TODAY

Brook Luecht
Recreation Supervisor
Morton Grove Park District
6834 Dempster Street
Morton Grove, Illinois 60053
P: 847-965-0604
E: bluecht@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 bluecht@mgparks.com.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		

Morton Grove Park District 2027 Fall Festival

Building on Community Spirit. Creating New Traditions.

SPONSORSHIP OPPORTUNITIES

Fall FESTIVAL

SCAN THE QR CODE TO VIEW HIGHLIGHTS FROM THE BIRTHDAY CELEBRATION

THE EXCITEMENT THAT BROUGHT MORTON GROVE TOGETHER FOR ITS BIRTHDAY CELEBRATION IS JUST THE BEGINNING! THE MORTON GROVE PARK DISTRICT IS KEEPING THAT COMMUNITY SPIRIT ALIVE WITH AN EXCITING NEW FALL FESTIVAL DESIGNED TO BRING RESIDENTS TOGETHER FOR ANOTHER UNFORGETTABLE CELEBRATION.

FROM LIVE MUSIC AND A BEER GARDEN TO FAMILY-FRIENDLY ACTIVITIES AND A SPECTACULAR DRONE SHOW, THIS NEW EVENT PROMISES AN EVENING FILLED WITH ENTERTAINMENT, CONNECTION, AND COMMUNITY PRIDE.

FOR LOCAL BUSINESSES, IT'S A CHANCE TO BE PART OF SOMETHING SPECIAL—CONNECT WITH RESIDENTS, BUILD BRAND VISIBILITY, AND SHOW YOUR SUPPORT FOR THE COMMUNITY YOU SERVE.

PUT YOUR BUSINESS AT THE HEART OF THE CELEBRATION!
BECOME A SPONSOR AND HELP MAKE THIS NEW COMMUNITY TRADITION A SUCCESS!

MORTON GROVE PARK DISTRICT FALL FESTIVAL SPONSORSHIP LEVELS

PLATINUM EVENT

PLATINUM SPONSORSHIP
$3,000 | Limited to 4 Businesses

Exclusive logo integration into the drone show's aerial display, plus prominent placement on the onsite Platinum Sponsor sign.

Secure an exclusive opportunity to showcase your business as a premier event sponsor! Additional benefits include a Reach Ad on display in the PVCC Lobby for 6 months, and all Gold Plus Sponsorship benefits.

GOLD PLUS SPONSORSHIP
$1500

Includes a one-month Reach ad in the PVCC Lobby, an event banner displayed at Harrer Park before, during, and after the event, ad in the digital and printed brochures mailed to 9,600+ households, and all Gold Sponsorship benefits.

GOLD SPONSORSHIP
$1000

Includes booth space at the event and company name mentioned on social media posts, email blasts, and a logo on event banners.

Become a Fall Festival Sponsor! Partner with the Morton Grove Park District to create lasting memories, connect with local families, and celebrate the businesses that make our community special.

MGPD SPONSORSHIP LEVELS OVERVIEW

PLATINUM PREMIER
$6000 AND UP

Highest level with premium benefits and maximum exposure

As part of the Platinum Premier package, you'll receive all Fall Fest Platinum Sponsorship benefits, along with exclusive logo placement in the drone show's aerial display and prominent recognition on the onsite Platinum Sponsor sign.

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.

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.

PATRON - $50 to $499

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 PREMIER	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"	
Exclusive logo integration into the drone show's aerial display, plus prominent placement on the onsite Platinum Sponsor sign.	X			
Logo and link to your business website on mortongroveparks.com.	X	X	X	
Company name and mention on social media posts.	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 bluecht@mgparks.com

BECOME A SPONSOR TODAY

Brook Luecht
Recreation Supervisor
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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.