



WILDWOOD PARK DISTRICT

*2023
Sponsorship Guide*





Table of Contents

Wildwood by the Numbers.....	3
Special Events.....	4
Summer Concert Series.....	5
Why Sponsor?.....	6
Sponsorship Levels.....	7
Program Brochure Advertising.....	8-9
Sponsorship Application.....	10-11
Brochure Advertising Application.....	12-13

Wildwood by the Numbers

Each year, the Wildwood Park District offers a wide variety of family-friendly events, recreational programs, and activities to thousands of Wildwood residents to help connect and service the community. From advertising space in our seasonal program brochures or on our website, to sponsoring special events or youth programs, we connect local businesses and organizations to our community members.

OUR VISION

The Wildwood Park District works to enhance the lives of its residents through excellent recreational programming, services and facilities, while conserving natural resources and improving the parks and lakes.



Special Events

Wildwood Park District offers multiple sponsorship opportunities at our popular special events. Our different sponsorship levels are designed to accomodate businesses of all sizes.

FEBRUARY

- 3 Sweetheart Dance | 6:30-8:30PM**
Grandwood Park Park District
- 4 Hit the Hills Sledding & Bonfire | 11AM-12:30PM**
Willow Point Park
- 11 Ice Fishing Derby | 9:30-11:30AM**
Valley Lake South Park
- 18 Snow Much Fun & Ice Jug Curling | 10-11:30AM**
Pebble Beach



APRIL

- 1 Egg Hunt | 11AM (Kids) | 11:30AM (Dogs)**
Rule Park

JUNE

- 3 17th Annual Gages Lake Conservation Committee Carp Fishing Derby | 9AM**
Willow Point Park
- 9 Movie in the Park | 7:30PM**
Rule Park
- 23 Blues Soiree | 6PM**
Willow Point Park

JULY

- 21 Family Campout | 7PM-9AM**
Rule Park

AUGUST

- 1 National Night Out | 5PM**
Rule Park
- 20 Paddle the Lake | 1PM**
Valley Lake South Park

OCTOBER

- 7 Touch a Truck | 10AM**
Rule Park

DECEMBER

- 8 Cookies & Milk with Santa | 5:30PM**
Grandwood Park Park District



Summer Concert Series

Wildwood Park District hosts free Summer Concerts for all ages in our parks every other Thursday, June through August.

SUMMER CONCERTS

JUNE

15 Sunset Beach | 6-7:30PM

29 Sunset Beach | 6-7:30PM

JULY

13 Rule Park | 6-7:30PM

27 Rule Park | 6-7:30PM

AUGUST

10 Willow Point Park | 6-7:30PM

24 Willow Point Park | 6-7:30PM



Why Sponsor?

WHAT WE DO

The Wildwood Park District works to enhance the lives of our residents through excellent recreational programming, services and facilities, while conserving natural resources and improving the parks and lakes. Our goal is to provide excellent recreation opportunities for the entire community, therefore, we also provide financial assistance to residents who are interested in participating in a program, but are unable to due to financial difficulties.

BENEFITS OF SPONSORING

Sponsoring Wildwood Park District activities and events provides many benefits to your business, as well as the local community.

Increase Exposure and Visibility

By becoming a sponsor, your company name and logo will be featured in digital and printed promotional materials and publications that reach thousands of people in the Wildwood, Gages Lake and Grayslake area.

Connect with the Community

The Wildwood Park District offers programs and events for all ages, youth to seniors. Each sponsor level provides businesses the opportunity to directly interact with community members so you can connect with your specific target audience.

Find the Right Fit






















Our flexible tiered sponsor levels offer businesses of all sizes the opportunity to be involved. Starting as low as \$100, we work with you to find the right fit for your budget.

Build Company Reputation

It's always good to see businesses use their platform for good, especially within their own community. Share your values and make a positive impact by showing your customers the human side of your business through the sponsorships you endorse.



Sponsorship Levels

	TIER 1 \$500+	TIER 2 \$250	TIER 3 \$100
Presenting sponsor rights (example: "Summer Concert presented by XYZ Company")			
Company name/logo in social media posts & promotion for event			
Company name/logo in event listing on Park District website			
Company name/logo on event flyer			
Company name/logo in e-newsletter			
Company name/logo on event banner (if applicable)			
Company name/logo on yard signs around parks			
Recognized & thanked during event announcements			
(1) Free ad in upcoming Seasonal Program Brochure	Full Page Ad 8.5" X 11"	Eighth Page Ad 2" X 3.65"	
Table/booth space at event	Two tables, two chairs & tent	Two tables, two chairs	One table, two chairs
Branded promo products to hand out to attendees (provided by sponsor)			

IN-KIND SPONSORSHIP

In-Kind Sponsors are those who provide goods and/or services instead of a monetary sponsorship. Wildwood Park District is happy to accept in-kind sponsorships, and benefits provided will depend on the fair market value of the goods/services.

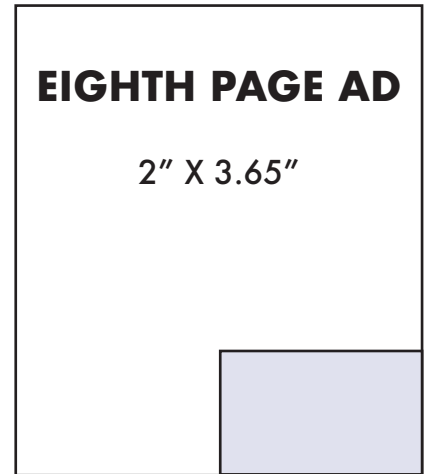
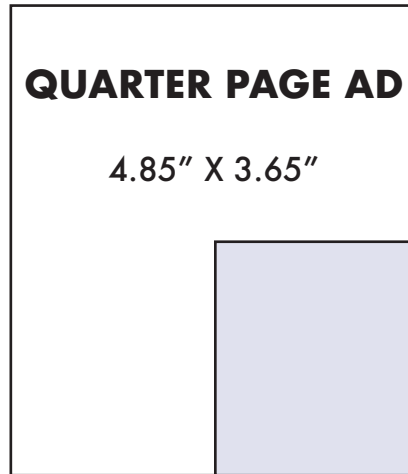
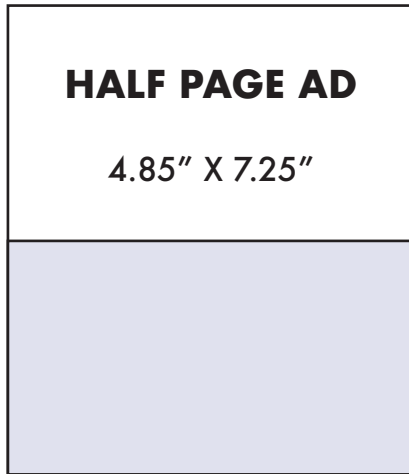
Program Brochure Advertising

The Wildwood Park District offers businesses and organizations an opportunity to place advertisements inside our Seasonal Brochures. We print and circulate over 8,100 brochures, 3 seasons per year, throughout Wildwood and surrounding Gurnee and Grayslake households and businesses. Additional copies are distributed in our facility, during special events, and at local community fairs as well. Seasonal Brochures are also available on our website for download. Each brochure contains information on programs, classes offered, special events, camps, our facility, and parks.

BROCHURE EDITION	MONTHS IN CIRCULATION	APPLICATION & ARTWORK DUE
Winter/Spring	January - April	September 21st
Summer	May - August	January 18th
Fall	September - December	May 17th



Program Brochure Advertising



PLACEMENT	1 BROCHURE	3 BROCHURES
Back Cover 1/2 Page (Color)	\$350	\$1,050
Inside 1/2 Page (Black & White)	\$200	\$600
Inside 1/4 Page (Black & White)	\$100	\$300
Inside 1/8 Page (Black & White)	\$25	\$75

SPECIFICATIONS

All ads must meet the following requirements:

- Artwork must be in color unless otherwise noted
- Should be created in correct specified size
- Must be hi-resolution image (minimum of 300 dpi)
- JPEG, PNG or TIFF file format
- Payment must be received by Ad Agreement submission deadline



Wildwood Park District Event Sponsorship Application

*** Sponsor application due at least four (4) weeks prior to event.
Sponsor artwork/logo due at time of application submission.***

Name of Business: _____
Business Street Address: _____
City: _____ State: _____ Zip: _____
Business Fax: _____
Contact Name: _____ Contact Phone: _____
Contact Email: _____
Brief Company Description: _____

Wildwood Park District activity/event you wish to sponsor: _____

Please choose your Sponsorship Level below:

☐ Tier 1 (\$500+) ☐ Tier 2 (\$250) ☐ Tier 3 (\$100) ☐ In-Kind Sponsor

For In-Kind Sponsors Only

I/We wish to donate the following item(s) and/or service(s) to Wildwood Park District as described below:

Estimated Fair Market Value of donated item(s)/service(s): _____

All sponsors, please fill out below:

I, _____ (print name), agree to pay the sponsorship amount of \$_____ or provide _____ item(s)/service(s) as an in-kind sponsor for the _____ Wildwood Park District event. Payment can be made in the form of a check made out to Wildwood Park District. I agree to all of the policies mentioned in the Event Sponsorship Application. I further agree to indemnify, hold harmless, and defend the Wildwood Park District from any and all claims made thereof against losses sustained by the Wildwood Park District, its commissioners, or employees.

Please submit completed forms and artwork/logo (email only) to:

Mail: 33325 N. Sears Blvd., Wildwood, IL 60030
Fax: 847.223.2820 **Email:** marketing@wildwoodparkdistrict.com



Wildwood Park District Event Sponsorship Application

*** Sponsor application due at least four (4) weeks prior to event.
Sponsor artwork/logo due at time of application submission.***

Sponsorship Policies

1. Sponsorship opportunities are extended to any local, national, or international business, non-profit agency, and government agency that have or wish to have a presence in Wildwood. Subject to the Wildwood Park District's terms for accepting sponsors, agreement will be accepted on a first-come first-served basis.
2. Sponsorship opportunities will not be extended to any organization whose mission or goal is in conflict with the Wildwood Park District's mission statement. The Wildwood Park District works to conserve and protect natural resources and provide leisure opportunities for the community.
3. The Wildwood Park District reserves the right to refuse any advertising/sponsors from organizations or companies that offer competing programs and/or facilities.
4. The Wildwood Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining, and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Wildwood Park District will not accept political advertising of any kind.
5. Sponsors are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and hold harmless the Wildwood Park District without limitation against, for any and all claims, made thereof against losses sustained by the Wildwood Park District, its commissioners or employees.
6. The sponsor and its agency (if applicable) each represent that they are fully authorized and licensed to use:
 - a. The names, portraits, and/or pictures of living persons.
 - b. Any copyrighted or trademarked materials; and
 - c. The sponsor and its agency each agree to indemnify and hold harmless the Wildwood Park District against all losses, liability, damage and/or expense arising from copying, printing, or publishing of any advertisement related to sponsor.
7. The Wildwood Park District shall not be responsible for any damages caused by, but not limited to, acts of God, fires, strikes, accidents, epidemics, pandemics (including COVID-19), or other occurrences beyond the control of the publisher or the Wildwood Park District.
8. Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the sponsor.
9. Sponsor applications and artwork/logo should be submitted together and are due no later than four (4) weeks prior to event. If submitted after deadline, some or all sponsor benefits may be forfeited due to internal and external printing and production deadlines.

Signature of Contact: _____

Date: _____

Please submit completed forms and artwork/logo (email only) to:

Mail: 33325 N. Sears Blvd., Wildwood, IL 60030

Fax: 847.223.2820 **Email:** marketing@wildwoodparkdistrict.com



Wildwood Park District Brochure Advertising Application

Brochure Ad application and artwork due together at time of application submission.

Name of Business: _____
Business Street Address: _____
City: _____ State: _____ Zip: _____
Business Fax: _____
Contact Name: _____ Contact Phone: _____
Contact Email: _____

Please select the advertising package you would like:

SIZE OF AD	1 BROCHURE	3 BROCHURES (in one year)
Back Cover 1/2 Page 4.85" X 7.25" (Color)	\$350	\$1,050
Inside 1/2 Page 4.85" X 7.25" (Black/White)	\$200	\$600
Inside 1/4 Page 4.85" X 3.65" (Black/White)	\$100	\$300
Inside 1/8 Page 2" X 3.65" (Black/White)	\$25	\$75

Please select the season(s) you would like to advertise during:

☐ Summer 2023 ☐ Fall 2023 ☐ Winter/Spring 2024

*** Please note, ad artwork must be submitted in the correct format and size to marketing@wildwoodparkdistrict.com by the time listed under the "application & artwork due" section on page 8.**

I, _____ (print name), agree to pay the Wildwood Park District the amount of \$_____ for advertising in the Wildwood Park District brochure(s). Payment will be completed on _____. I agree to all of the policies mentioned in the Brochure Advertising Application. I further agree to indemnify, hold harmless and defend the Wildwood Park District from any and all claims made thereof against losses sustained by the Wildwood Park District, its commissioners or employees.

Please submit completed forms and artwork/logo (email only) to:

Mail: 33325 N. Sears Blvd., Wildwood, IL 60030
Fax: 847.223.2820 **Email:** marketing@wildwoodparkdistrict.com



Wildwood Park District Brochure Advertising Application

Brochure Ad application and artwork due together at time of application submission.

Advertisement Policies

1. Advertising opportunities are extended to any local, national, or international business, non-profit agency, and government agency that have or wish to have a presence in Wildwood. Subject to the Wildwood Park District's terms for accepting advertising, contract will be accepted on a first-come first-served basis.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Wildwood Park District's mission statement. The Wildwood Park District works to conserve and protect natural resources and provide leisure opportunities for the community.
3. The Wildwood Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. The Wildwood Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Wildwood Park District will not accept political advertising of any kind.
5. The Wildwood Park District reserves the right to revise, reject, or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged or reduced at the discretion of the Park District. The Wildwood Park District shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The Wildwood Park District reserves the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and hold harmless the Wildwood Park District without limitation against, for any and all claims made thereof against losses sustained by the Wildwood Park District, its commissioners or employees.
8. The advertiser and its agency (if applicable) each represent that they are fully authorized and licensed to use:
 - a. The names, portraits, and/or pictures of living persons;
 - b. Any copyrighted or trademarked materials; and
 - c. Any testimonials contained in any advertisement submitted by or on half of the advertiser and published in any of the Wildwood Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to a third party. The advertiser and its agency each agree to indemnify and hold harmless the Wildwood Park District against all losses, liability, damage and/or expense arising from copying, printing, or publishing of any such advertisement.
9. The Wildwood Park District shall not be responsible for any damages caused by, but not limited to, acts of God, fires, strikes, accidents epidemics, pandemics (including COVID-19), or other occurrences beyond the control of the publisher or the Wildwood Park District.
10. Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser.
11. Brochure advertising applications and artwork/logo should be submitted together and are due on or before specified due date. If submitted after deadline, ads will be placed in the following season's brochure.
12. Failure to fulfill a 3-publication contract terms will result in additional charges equal to the discount allowed.

Rate Guarantee

The Wildwood Park District reserves the right to revise advertising rates at any time. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

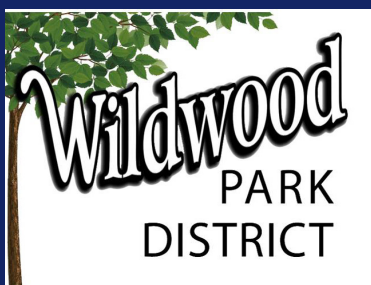
Signature of Contact: _____

Date: _____

Please submit completed forms and artwork/logo (email only) to:

Mail: 33325 N. Sears Blvd., Wildwood, IL 60030

Fax: 847.223.2820 **Email:** marketing@wildwoodparkdistrict.com



33325 N SEARS BLVD
WILDWOOD, IL 60030

847.223.7275
WWW.WILDWOODPARKDISTRICT.COM