







## *About Harvest Fest*

Wildwood Park District's Harvest Fest is a free one-day event where residents and non-residents come out for a fun filled day to celebrate the beginning of the fall season. Attendees can enjoy an antique car show, beer garden, food, kids activities, live music and entertainment, petting zoo, pony rides, pumpkin and face painting, vendor area, and more!

When planning and executing our Harvest Fest event, the Wildwood Park District takes great pride in choosing to work with businesses and groups from within our community to ensure we're supporting local organizations and connecting them with our residents.

# *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.



# 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 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 Harvest Fest provides many benefits to your business, as well as the local community.

### Increase Exposure and Visibility

By becoming a Harvest Fest 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

Harvest Fest welcomes all ages, youth to seniors. Each sponsor level provides businesses booth space in our vendor area, which gives you 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

	BAND/STAGE SPONSOR \$500+	BEER GARDEN SPONSOR \$250	EVENT SPONSOR \$100
Presenting sponsor rights (example: "Harvest Fest presented by XYZ Company")	●		
Company logo in social media posts & promotion for event	●	●	●
Company logo in event listing on Park District website	●	●	●
Company logo on event flyer	●	●	●
Company logo in e-newsletter	●	●	
Company logo on Stage banner	●		
Company logo on Beer Garden banner	●	●	
Company 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 provided	Two tables, two chairs-sponsor provides own tent	One table, two chairs-sponsor provides own tent

## 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.

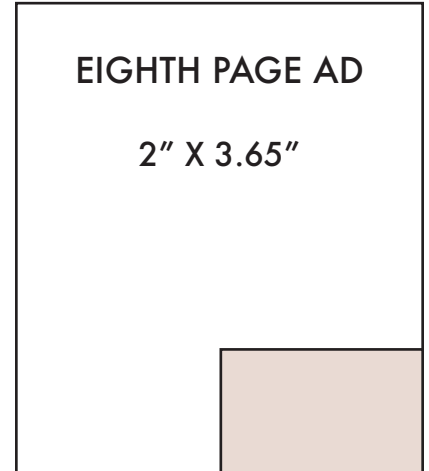
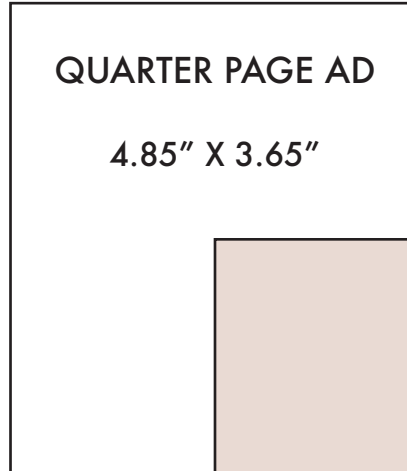
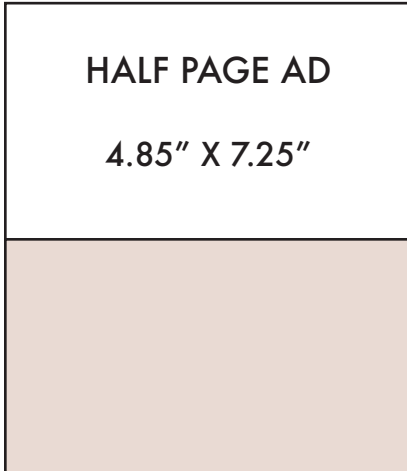
# Program Brochure Advertising

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 DATE	ARTWORK DUE BY
Winter/Spring	January - April	September 21st	October 5th
Summer	May - August	January 18th	February 1st
Fall	September - December	May 17th	May 31st



# Program Brochure Advertising



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

## SPECIFICATIONS

All ads must meet the following requirements

- Artwork must be in black and white unless otherwise noted
- Should be created in correct specified size
- Must be hi-resolution image (minimum of 300 dpi)
- Can be saved as a .tif or .jpeg file formats
- Payment must be received by Ad Agreement submission deadline



# Wildwood Park District Harvest Fest Sponsorship Application

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

Please choose your Sponsorship Level below:

☐ Stage Tent (\$500+)      ☐ Beer Garden (\$250)      ☐ Event (\$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, or [online here](#). 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.

**\* ALL SPONSOR ARTWORK, FORMS & PAYMENT DUE BY 8/4/23 \***

**PLEASE SUBMIT COMPLETED FORMS AND CHECK PAYMENT TO:**

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

**Fax:** 847.223.2820 **Email:** [marketing@wildwoodparkdistrict.com](mailto:marketing@wildwoodparkdistrict.com)

**TO PAY ONLINE, [CLICK HERE](#).**





# Wildwood Park District Harvest Fest Sponsorship Application

## 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.

Signature of Contact: \_\_\_\_\_

Date: \_\_\_\_\_

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WILDWOOD, IL 60030**

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WWW.WILDWOODPARKDISTRICT.COM**