

2024 Sponsorship & Advertising Opportunities

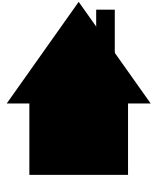


Mokena Community Park District  
708-390-2401  
[www.mokenapark.com](http://www.mokenapark.com)

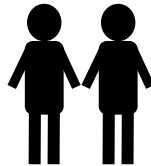
# MCPD serves a thriving community that values recreation and supports our Park Partners.

Recreational activities enhance the quality of life in our community. Mokena Community Park District relies heavily on sponsorships to be able to offer events and programs at lower rates or free of cost. Your support as a Park Partner is an affordable and effective way to reach our residents and to demonstrate your commitment to the wellness of our community.

## MCPD and our Community by the Numbers



MCPD reaches  
10,800 households  
3x per year with our  
seasonal brochures



MCPD serves  
23,000 residents



2023 Participants.  
Events: 15,000  
Programs: 6,000  
Fitness members:  
2,200



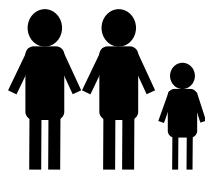
MCPD covers  
270 acres



There are 19  
playgrounds in MCPD



2021 Average  
Household Income:  
\$114,455



Families are 80.5% of  
the area's population

800+ Businesses  
in Mokena

### MISSION STATEMENT

The Mokena Community Park District is committed to enhancing lives through the power of recreation by providing exceptional parks, facilities, programs, events and services for all to explore and enjoy.

### VISION

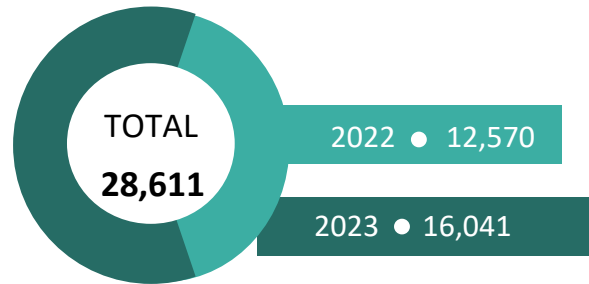
Working together to build an active, vibrant, welcoming, connected, safe and healthy community.

### VALUES

Our mission is guided by these values: Collaboration, Community Engagement, Safety, Sustainability, Cleanliness, Comfort and Inclusion.

# 2023 EVENT ADVERTISING OVERVIEW

## Number of Event Participants



## Facebook Insights

Social Media Event Responses **16,664**

Facebook Event Reach **573,050**

MCPD Page Likes **6,066**

## Street Sign Impressions

Days Street Signs were up **150**

\*Based on 20 events with street signs over 2 years

Total Impressions **21,104,650**

\*Based on 133 days over 2 years

## Banner/Marquee Impressions

Corn Crib 2022-2023 Impressions **7,336,500**

\*Based on 10,050 impressions a day for 2 years

Marquee 2022-2023 Impressions **28,853,250**

\*Based on 9,300 impressions a day for 2 years

Oaks 2022-2023 Impressions **124,830**

\*Based on 171 impressions a day for 2 years

## Platinum Sponsorship

The Platinum Sponsorship is an exclusive one-year opportunity for one local business.

Platinum Sponsors receive year-round advertising and sponsorship benefits for all special events and programs of their choosing. This annual partnership brings maximum exposure to the sponsor while giving MCPD the opportunity to increase the quality of the programs and events to the community.

## In-Kind Donations

In-kind donations help to enhance the quality of the programs and events that we offer.

Following are a few examples.

- Food and beverage giveaways for participants or volunteers and staff
- Items for raffles, prizes or giveaways
- Goody bags for participants
- Supplies for programs and events

# Special Events

for Special Holidays



Holiday Events	Date	Attendance	Sponsor Fee
<p><b>Breakfast with Santa</b>                      Breakfast with Old Saint Nick while receiving a special little gift.  <b>Deadline: 11-21-23</b></p>	December 2, 2023	100 participants Families of all ages.	\$350
<p><b>YOU'VE BEEN ELFED</b>  <b>Deadline: 12-4-23</b>                      Santa's helpers are candy caning your lawn! Get 2 dozen candy canes hidden and a treat bag for the family!</p>	December 11-15, 2023	50 Homes Families of all ages.	\$250

## *Sponsorship Benefits:*

- Logo featured on all pre-event flyers, posters, and online promos
- Listed as sponsor on Facebook Event
- Logo of your company's page on our website
- You've Been Elfed— offers a flyer given to each home with your materials
- Breakfast with Santa-You will be put in our coloring book that will be provided at breakfast

# Movies and Concerts in the Park

## Movie Sponsor \$250

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website, 1 month prior to event and 2 weeks after the event
- Listed as sponsor on Facebook page
- Sponsor supplied banner displayed on the bandshell during movie
- Table at the event (*table & chairs provided*)
- Logo on the movie previews listing you as a sponsor

## Concert Sponsor \$475

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website, 1 month prior to event and 2 weeks after the event
- Listed as sponsor on Facebook page
- Sponsor supplied banner displayed on the bandshell during concert
- Table at the event (*table & chairs provided*)
- Announcements during of the concert

## EVENT DETAILS

Hosted at Yunker Band Shell on Tuesday nights during the summer. Drive in movies are held near end of summer, early fall at the Oaks Recreation and Fitness Center Parking lot.

**Location:** 10824 W. La Porte Rd

**Attendance (Movie):** estimated 100-150

**Attendance (Concerts):** 200

**Deadline:** 2 week prior to any concert or movie

**Other Info:** Sponsorship fee is per movie or concert. Concerts and movies alternate every other Tuesday throughout the summer



## Food Vendor Opportunity

**Application:** \$50 per event

**Deadline:** 2 weeks prior to the event

**Other Info:** All the necessary paperwork is needed in order to be a vendor at the event.

For vendor application email [info@mokenapark.com](mailto:info@mokenapark.com)



# Woofstock

## EVENT DETAILS



**Saturday June 22, 2024**

**11:00am-1pm**

**Attendance:** 150 + dogs, 300 patrons

**Deadline:** June 8, 2024

The *Annual Woofstock* is a great time for dogs and owners to socialize, enjoy demonstrations and entertainment, receive information on health and safety issues and free samples, and participate in contests and raffles.



For more information, contact  
Skyler Ramberger  
708-390-2408  
[sramberger@mokenapark.com](mailto:sramberger@mokenapark.com)

### ENTERTAINMENT SPONSOR \$325

- *Groovy & Contest sponsor benefits included (see below)*
- Logo on flyer & posters
- Logo on all email blasts to patrons
- Listed as sponsor in Fall brochure (June 10 deadline)
- Sponsor supplied banner displayed in bandshell at event

### CONTEST SPONSOR \$250 + Raffle Prize

- *Groovy sponsor benefits included (see below)*
- Logo and link to company's website on sponsor page, for a season
- Company name listed as sponsor on Facebook page
- Name listed in press release
- Opportunity to provide promo items for swag bags (max. 2)
- Sponsor supplied banner displayed at event

### GROOVY SPONSOR \$150 + Raffle Prize

- Logo on the [mokenapark.com](http://mokenapark.com) event page
- Listed as sponsor on day of event flyers
- PA announcements
- 10 x 10 booth space



# Farm & Barn Fest

## SPONSORSHIP OPPORTUNITIES

### Concert Sponsor \$800

This sponsorship level will receive all the Contest, Activity and Entertainment sponsor benefits PLUS:

- Logo included in email blast to patrons
- Opportunity to introduce bands & your company on stage
- Sponsor supplied banner displayed the week of the event
- Facebook post/ad on the Facebook event page

### Entertainment Sponsor \$600

This sponsorship level will receive all the Contest & Activity sponsor benefits PLUS:

- Logo on all flyers, posters and day of event pamphlet
- Logo on Reach screen at The Oaks
- Logo/link to company's website on event & sponsor page
- Company name in press release to newspaper
- Sponsor supplied banner displayed at event

### Activity Sponsor \$475

This sponsorship level will receive all the Contest sponsor benefits PLUS:

- Listed as sponsor on Facebook page
- PA announcements
- 10x10 space (no table or chairs provided)

### Contest Sponsor \$300

- Logo on the mokenapark.com event page
- Logo in the winter/spring brochure, website, and Facebook for a year

### Friend Sponsor \$100

- Company name listed in our winter/spring brochure, website, and Facebook page for a year

## EVENT DETAILS

August 10, 2024

Saturday, August 10: 9am-10pm

Attendance: 5,000 +

Deadline: July 29

The Mokena Community Park District would like to invite you to become a valued sponsor of the Annual *Farm & Barn Fest*. To make the event the best it can be, the Park District relies heavily on support from local businesses and organizations.

The festival provides many different attractions, such as an Outdoor Flea Market, Horse rides, Petting Zoo, live music, kid's entertainment, food and beverage tents, games and more!



# HALLOWEEN HOLLOW

## SPONSORSHIP OPPORTUNITIES

### Concert Sponsor \$900

This sponsorship level will receive all the Contest, Activity and Entertainment sponsor benefits PLUS:

- Logo included in email blast to patrons
- Provide separate entertainment or run activities as a vendor
- Opportunity to introduce bands & your company on stage
- Booth space Friday and Saturday
- Sponsor supplied banner displayed the week of the event
- Facebook post/ad on the Facebook event page
- Business card ad in Winter/Spring Brochure 2024. (Deadline: 10/1)



### Entertainment Sponsor \$700

This sponsorship level will receive all the Contest & Activity sponsor benefits PLUS:

- Logo on all flyers, posters and day of event pamphlet
- Logo on Reach screen at The Oaks
- Logo/link to company's website on event & sponsor page
- Company name in press release to newspaper

### Activity Sponsor \$500

This sponsorship level will receive all the Contest sponsor benefits PLUS:

- Listed as sponsor on Facebook page
- PA announcements
- 10x10 booth space Saturday only

### Contest Sponsor \$300

- Logo on the mokenapark.com event page
- Logo in the winter/spring brochure

### Friend Sponsor \$100

- Company name listed in our winter/spring brochure.

## EVENT DETAILS

**OCTOBER 11-13, 2024**

FRIDAY, 5:00–10:00 PM

SATURDAY, 12:00– 10:00PM

SUNDAY, 12:00–5:00PM (Carnival only)

**Attendance:** 10,000 +

**Deadline:** September 22

The Mokena Community Park District would like to invite you to become a valued sponsor of the Annual *Halloween Hollow*. To make the event the best it can be, the Park District relies heavily on support from local businesses and organizations.

The festival provides many different attractions, such as carnival rides, Monster Market, Halloween contests, pony rides, stage entertainment, food court, hayrides, games and more!

For more information, contact Brenna Bowers 708-390-2416

[bbowers@mokenapark.com](mailto:bbowers@mokenapark.com)



# Other Sponsorship Opportunities!

## Lunch Bunch

Lunch Sponsor \$250

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Sponsor supplied banner displayed during lunch
- Table provided at the lunch
- Opportunity to speak for 10 minutes about business

Prize Sponsor See Below

- Provide \$100 to go towards prizes or donate prizes
- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page

**When:** January 17, March 6 and May 15 \*sponsor per date\*

**Where:** The Oaks Recreation and Fitness Center

**Attendance:** 60 people

**What:** Lunch and BINGO for 55 and up to come out and enjoy lunch, BINGO, dessert and socialize with friends or make new ones!



## Family Superhero Night!

Superhero Sponsor \$300

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Sponsor supplied banner displayed during the event

**When:** Monday, January 15th

**Where:** The Oaks Recreation & Fitness Center

**Attendance:** 100 families

**What:** An action-packed night filled with snacks, craft, activities and a chance to meet your favorite superheroes!

Snack Sponsor \$150

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page



# Other Sponsorship Opportunities!

## Mother Son Bowl

Lane Sponsor \$100

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Logo on the lane during the event

**When:** Saturday February 10

**Where:** Thunder Bowl

**Attendance:** 97 moms and sons

**What:** Special day with you and your son! 2 games of bowling, pizza and pop, dessert and gift!

Gift Sponsor See Below

- Provide goody bags for bowlers
- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page



## Adult Egg Hunt

Egg Sponsor \$275

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Sponsor provided banner displayed during event

**When:** Thursday March 21

**Where:** Yunker Farm

**Attendance:** 40 ages 21+

**What:** Why should the kids have all the fun searching for eggs? Join us for some adult Easter Fun! Adults 21 and over will enjoy games, an Easter Egg Hunt, and a light

Gift Basket Sponsor

- Provide gift basket for golden egg winner
- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page



# Other Sponsorship Opportunities!

## Flashlight Egg Hunt

Egg Sponsor \$275

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Sponsor provided banner displayed during event

**When:** Thursday March 28

**Where:** Yunker Farm

**Attendance:** 8-13

**What:** Bring your flashlight and bag to collect our hidden eggs! Lucky winners that find our Golden Eggs will walk away with a basket full of goodies!

Gift Basket Sponsor See Below

- Provide gift basket for golden egg winners
- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page



## Daddy Daughter Dance

Entertainment Sponsor \$300

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page
- Sponsor supplied banner displayed during dance

**When:** Friday May 10, 2024

**Where:** The Oaks Recreation & Fitness Center

**Attendance:** 250 dads and daughters

**What:** A night out for our dads and daughters! We have a DJ, face painter, light dinner and more!

Snack Sponsor \$150

- Logo featured on all pre-event flyers, posters, and online promos
- Logo of your company's page on our website
- Listed as sponsor on Facebook page



# Unplug Mokena



unplug MOKENA

“Only one in three children are active every day.”

(President's Council on Fitness)  
www.mokenapark.com  
unplugillinois.org

MOKENA COMMUNITY PARK DISTRICT

what's your outlet?

ipra

## What is Unplug Mokena?

Did you know that on average, children spend more than seven hours in front of a screen each day. Unplug Illinois is a state-wide campaign that reminds people to unplug and get active, visit their local parks and stay active for a healthier life. Unplugging has been proven to help us feel more energized, improve our sleep and improve our quality of life. It also has social benefits and can improve our physical and mental health.



## Event: Earth Day, Trail Nature Scavenger Hunt activity.

## Event: Unplug Illinois Day, July 2024 (date TBD)

Many park districts throughout Illinois will be hosting “Unplug” events in July. Mokena Park District has offered a sidewalk chalk drawing contest in the past. For 2024 we are creating a new event to celebrate Unplug Illinois Day.

## Sponsor Benefits:

- \$50–\$100: Logo featured on all pre-event flyers, posters and Sponsor Thank you signage at the event.
- \$101–\$150, all benefits above plus:
  - Your company’s logo and website link on our website.
  - Sponsor table at the event.
- \$151–and higher: all benefits above plus:
  - Sponsor provided banner displayed during event.



*First, Second and Third place winners at the 2022 Unplug Mokena Sidewalk Chalk Drawing Contest*

# Advertising and Banner Opportunities

Mokena Community Park District's seasonal brochure is mailed out three times a year to over 10,000 households including those in Mokena and parts of Tinley Park, Frankfort & New Lenox. Banner opportunities are also offered at our most highly used parks and facilities.

## Becoming a Park Partner has many benefits!

- Local and affordable
- Shows your commitment to the community by helping to improve the quality of MCPD events and programs
- Increases your brand awareness
- Being associated with events that have a positive impact in our community
- Many opportunities to merchandise and promote your products and services to local shoppers and customers



BROCHURE ADVERTISING	EXTERIOR BACK COVER	INTERIOR FULL PAGE	INTERIOR HORIZONTAL HALF PAGE	INTERIOR VERTICAL HALF PAGE	INTERIOR QUARTER PAGE	INTERIOR BUSINESS CARD
AD DIMENSIONS	W: 7.75" H: 6.75"	W: 7.75" H: 9"	W: 7.75" H: 4.5"	W: 4.5" H: 7.75"	W: 4.0" H: 4.0"	W: 3.5" H: 2.0"
One Season	\$1000	\$600	\$300	\$300	\$200	\$100
Two Seasons (10% discount)	N/A	\$1,080	\$540	\$540	\$360	\$190
Three Seasons (20% discount)	N/A	\$1,440	\$720	\$720	\$480	\$280

Winter Spring (January– May): Ad due the First of October, brochures delivered in December.

Summer (May-September): Ad due the First of February, brochures delivered in April.

Fall (September– January), Ad due the First of June, brochures delivered in August.

BANNER ADVERTISING	MAIN PARK	THE OAKS FIELDHOUSE	INSIDE PARK 'N BARK	INSIDE SPLASH PARK
INDIVIDUAL SEASON	3,500 + hrs.	6,000 + hrs.	500 + members	June-September
One Season (4 months)	\$100	\$150	\$75	\$75
Two Seasons (Save 10%)	\$180	\$270	\$135	X
Three Seasons (Save 20%)	\$255	\$360	\$180	X
ADDITIONAL BENEFITS				
Free to Public	✓			
Multiple MCPD Events	✓	✓		✓
Fourth of July	✓			
Annual MBSA Picnic	✓			

Call for additional information about banner advertising seasons, specifications and deadlines.

**Ask about customizing an advertising package that fits your business and your budget.**

For more information, contact Mokena Community Park District 708-390-2401 [info@mokenapark.com](mailto:info@mokenapark.com)

# Sponsorship/Advertising Agreement



Thank you for becoming a MCPD partner. Please complete the information below and review the Terms & Conditions on the back, and sign both pages. If you have any questions, or would like further information, contact Brenna Bowers at (708) 390-2416, [bbowers@mokenapark.com](mailto:bbowers@mokenapark.com).

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please specify below how MCPD should list your name or company name for all recognitions:

EVENT: _____	Sponsorship Level: _____	\$ _____
EVENT: _____	Sponsorship Level: _____	\$ _____
EVENT: _____	Sponsorship Level: _____	\$ _____
EVENT: _____	Sponsorship Level: _____	\$ _____
BANNER ADVERTISING—OPTION: _____		\$ _____
BROCHURE ADVERTISING—OPTION: _____		\$ _____
<b>TOTAL</b>		\$ _____

<b>PAYMENT INFORMATION</b>	
Please charge my credit card: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Discover \$ _____	<input type="checkbox"/> Check \$ _____ <i>(payable to Mokena Park District)</i>
Card Number: _____	
Expiration Date: _____ Security Code: _____ Zip Code _____	<input type="checkbox"/> Cash \$ _____ <i>(please do not mail cash)</i>
Cardholder Name, please print: _____	
Cardholder's Signature: _____	<input type="checkbox"/> Please send me an invoice

# Sponsorship/Advertising Terms and Conditions



- 1) **Sponsorship Purpose:** Sponsorship and advertising with MCPD positively promotes and financially supports the mission, vision, and values of the District.
- 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 MCPD on a first-come, first-served basis, provided that the proposed sponsorship otherwise conforms with the policies as stated herein.
- 3) **Conflict of Interest:** MCPD reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual.
- 4) **Rescheduling:** As deemed necessary, MCPD holds the right to cancel or reschedule an event, publication, or project at its discretion.
- 5) **Refunds & Cancellations:** In the case of event cancellation, rain dates are not scheduled unless specified. If MCPD deems it necessary to cancel an event, program, or advertisement and the event is not rescheduled, the Sponsor will have the option to choose another event/program in the same tier in place of the event that was canceled. No Refunds will be given.
- 7) **Payment & Invoice Terms:** Sponsors will be invoiced within one week of agreement completion. Unless otherwise agreed upon in writing by MCPD, all sponsorships or advertising invoiced must be paid in full by the deadlines listed. Payments not received by the deadline will incur a \$25 late fee and may result in agreement termination.
- 8) **Event Day:** Sponsorships including on site benefits must arrive on time as scheduled with the MCPD. Sponsors who arrive late may be denied entrance to the event. Sponsors who do not show up will incur a \$50 no show fee, unless otherwise agreed upon with the MCPD in writing.
- 9) **Logos and Print Ad Files:** Submit ads with the following specifications:
  - Full color pdfs with the fonts outlined or full color, (minimum resolution 300 dpi jpeg).
  - Ads saved as .doc, .xls, .ppt, or .pub will not be accepted.
  - If an ad is received and is unusable due to format, design, or content, corrected artwork may be submitted prior to the deadline. All ads are subject to final approval. Please send ads to Kara at kjelderks@mokenapark.com.
- 10) **Banners:** For banners brought to events by the sponsor, a size of W: 6'x H: 4' is recommended. Please be sure all banners are prepared for the weather as MCPD is not responsible for any torn or damaged banners.
- 11) **Certificate of Insurance:** At times, MCPD may require a Certificate of Insurance from the Partner naming the Mokena Community Park District as additional insured. The certificate must be endorsed and coverage must be adequate to be consistent with MCPD policy.
- 12) **Indemnification:** Mokena Community Park District, employees, related event providers of goods and services, or any other participating sponsors will NOT be responsible for any injury, loss, or damage that may occur to the sponsor or their property from any cause whatsoever prior to, during or subsequent to the period covered by the contract; and the representative signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event. A Hold Harmless agreement and Statement of Independent Contractor must be signed and turned in prior to the performance.

## AGREEMENT

I agree to the Sponsorship/Advertising Terms and Conditions stated above, and the sponsorship/advertising opportunities that are listed on this agreement, and the total amount due.

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

### EMAIL or MAIL forms to

Mokena Park District, Attn: Brenna Bowers, 10925 W. La Porte Road, Mokena, IL 60448

Email: [bbowers@mokenapark.com](mailto:bbowers@mokenapark.com)



# MOKENA

## COMMUNITY PARK DISTRICT

Mokena Community  
Park District

10925 W. La Porte Road, Mokena

708-390-2401 [www.mokenapark.com](http://www.mokenapark.com)

Contact: Brenna Bowers Recreation Supervisor 708-390-2416

[bbowers@mokenapark.com](mailto:bbowers@mokenapark.com)