



# SPONSORSHIP & ADVERTISING 2025



@elmhurstparkdistrict  
epd.org

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# WELCOME TO ELMHURST PARK DISTRICT SPONSORSHIP OPPORTUNITIES!

Partnering with the Elmhurst Park District offers a meaningful and impactful way for your business to engage with the local community. As a sponsor, you'll help enhance the quality of events and programs that bring residents together, create lasting memories, and build a stronger community.



## READY TO GET INVOLVED?

For more information on how you can make a lasting impact, please contact our team at (630) 993-8182 or email [aprastcher@epd.org](mailto:aprastcher@epd.org).

We look forward to partnering with you!



## WHY SPONSOR WITH US?

### Support Fun and Enriching Experiences

Your sponsorship helps fund a variety of activities that encourage families to connect, have fun, and meet new people.

### Expand Event Offerings

Sponsor funds help expand event offerings, allowing the District to include more activities and experiences.

### How Your Sponsorship Makes a Difference

By supporting us, you are directly contributing to a wide range of events that provide valuable opportunities for local families to bond, learn, and grow together.

### Boost Your Brand Visibility

Gain valuable brand recognition through community-focused events that connect with a broad and engaged audience.





# SPONSORSHIPS

2025

# COMMUNITY EVENTS SPONSORSHIPS

## TIER 1

### PRESENTING SPONSORSHIP

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#### PRE-EVENT RECOGNITION

- Logo inclusion on promotional materials. This includes brochure, website, newsletters, flyers, yard signs and social media

#### EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- Logo on event signage
- On-site sponsor banner placement (banner provided by sponsor)
- Sponsor recognition by event DJ or emcee
- One 6-foot table and two chairs provided

#### ADDITIONAL BENEFITS

- Business category exclusivity
- *Sponsor Spotlight* social media post

## TIER 2

### SPONSORSHIP

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#### EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- Sponsor entertainment for an event – logo to be included on yard sign of activity
- One 6-foot table and two chairs provided
- *Sponsor Spotlight* social media post

## TIER 3



### SPONSORSHIP

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#### EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- One 6-foot table and two chairs provided
- *Sponsor Spotlight* social media post

# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Spring/Summer
-  Projected Attendance: 200–3000



## Party in the Parks

**Wednesdays, 9–11 am**

- June 25 at Pioneer Park
- July 9 at Plunkett Park
- July 23 at Butterfield Park

**ALL AGES**

Kids of all ages are invited for some good old-fashioned fun. We'll provide bubbles, hula hoops, jump ropes and more.

<b>Tier 1</b>	<b>Tier 3</b>
\$1500	\$250

**Estimated attendance: 200+**



## Adult Egg Hunt

**Saturday, March 15, 9–10:30 am**

Berens Park, 493 N. Oaklawn Ave



**18 AND UP**

Adults will hunt for eggs filled with goodies and have a chance to win amazing prizes. There will be \$500 in cash prizes courtesy of sponsor.

<b>Tier 2</b>	<b>Tier 3</b>
\$500	\$250

**Estimated attendance: 300+**

# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Spring
-  Projected Attendance: 200–3000



## Egg Hunt

**Saturday, April 19, 8–11 am**  
Berens Park, 493 N. Oaklawn Ave.

2–10 W/ADULT  
A mad dash to collect prize-filled eggs and visit with the Easter Bunny. Adults must accompany children and bring own basket.

<b>Tier 1</b>	<b>Tier 3</b>
\$1500	\$250

**Estimated attendance: 3,000+**



## Doggie Eggstravaganza

**Saturday, April 19, 11–11:30am**  
Berens Park, 493 N. Oaklawn Ave.



ALL AGES  
When the egg hunt goes to the dogs! Dogs of all sizes can hunt for treat-filled eggs.

**Tier 3**  
\$250

**Estimated attendance: 200+**



# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Summer
-  Projected Attendance: 200–3000



## Eldridge Adventure Day

**Sunday, June 22, 9 am–Noon**

Eldridge Park,  
363 W. Commonwealth Ln.

ALL AGES

Join the Park District for a nature adventure! Activities that will get the family excited about the great outdoors.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$1500	\$500	\$250

**Estimated attendance: 1,500+**



## Movies in the Park

**Fridays, 7–8:30pm**

- **June 13**
- **July 11**
- **August 8**

Wilder Park, 175 S. Prospect Ave.



ALL AGES

Movie under the stars at Wilder Park.

<b>Tier 1</b>	<b>Tier 3</b>
\$750 for one MITP	\$250
or \$2000 for all three MITP	

**Estimated attendance: 200+**

# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Summer
-  Projected Attendance: 200–3000



## Bags, Brew and BBQ

**Saturday, July 19, 6–9 pm**  
Wilder Park, 175 S. Prospect Ave.

21 AND UP  
A game night in Wilder Park for adults!  
Drinks, lawn games and bags available to play. Free to attend, drinks and food available to purchase.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$1500	\$500	\$250

**Estimated attendance: 500+**



## Park Palooza



**Saturday, August 16, 4–8 pm**  
Berens Park, 493 N. Oaklawn Ave.

ALL AGES  
End the summer on a high note!  
Live music, kids activities, games, beer garden and more.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$2000	\$500	\$250

**Estimated attendance: 3,000+**

# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Fall
-  Projected Attendance: 200–3000



## Touch-A-Truck

**Saturday, September 6, 9 am–Noon**  
Berens Park, 493 N. Oaklawn Ave.

ALL AGES  
Climb and explore a variety of vehicles.  
The first hour will be a quiet hour  
designed for kids who love trucks,  
but not the noise.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$1500	\$500	\$250

**Estimated attendance: 3,000+**



## Family Fall Fest



**Saturday, October 4, 9 am–Noon**  
Wild Meadows Trace, 511 S. York St.

ALL AGES  
Safety Town trick-or-treating plus  
fall festivities!

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$1500	\$500	\$250

**Estimated attendance: 2,000+**

# COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Winter
-  Projected Attendance: 200–3000



## Tree Lighting

**Thursday, December 4, 5:30–7:30 pm**  
Wilder Park, 175 S. Prospect Ave.

ALL AGES

Kick off the holiday season in Wilder Park! We'll count down to the lighting of the community trees that surround the park and enjoy holiday festivities.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
\$1500	\$500	\$250

**Estimated attendance: 1,500+**





# ADULT CENTER SPONSORSHIPS

Join the vibrant community at Elmhurst Park District by sponsoring programs at our Adult Center tailored for seniors ages 50 and up. From bingo to luncheons, sponsorship offers a unique chance for businesses to connect with this audience. Enjoy on-site visibility, logo inclusion, social media tags, and pre-event promotions. Provide raffle baskets or giveaways to enrich the event experience and demonstrate community engagement. Partner with us to support vital senior programs and make meaningful connections in our community.

## SPONSOR THE FUN!

### BINGOS

### LUNCHEONS

### PROGRAMS

Sponsorship Contribution \$150

## Benefits of being a sponsor

### PRE-EVENT RECOGNITION

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- Logo inclusion or social tags on pre-event promotion including flyers, website, social media posts
- Logo inclusion and link to website in Park District brochure (print and online)
- 1/4-page ad in the Centennial Connection Newsletter and logo inclusion next to event listing
- *Sponsor Spotlight* social media post

### EVENT DAY BENEFITS

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- Opportunity to be on-site during each event to interact with attendees
- Opportunity to speak to event attendees at the beginning of the event
- Opportunity to provide raffle basket or giveaways
- Sponsor Spotlight social media post

# ADULT CENTER SPONSORSHIPS

# BINGO



Join the fun and make a mark with your sponsorship—where every 'Bingo!' is a chance to celebrate and connect with our fabulous 50+ community!

## What does your sponsorship look like?

<b>What does the sponsor provide?</b>	Continental breakfast
<b>Fee</b>	\$150
<b>Date</b>	Select Fridays, 10-11:30 am (sponsor to arrive no later than 9:30 am)
<b>Audience</b>	50 and up
<b>Estimated Attendance</b>	60
<b>What does the Park District provide?</b>	Plates, cups, coffee, napkins, and utensils
<b>Additional Info</b>	<ul style="list-style-type: none"> <li>Sponsor is welcome to provide raffle or giveaway items and will have the opportunity to speak to the group prior to the start of the event.</li> <li>The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details.</li> </ul>

### BINGO DATES 2025

SPONSORED

SPONSORED

SPONSORED

SPONSORED

SPONSORED

SPONSORED

7/11

SPONSORED

SPONSORED

10/10

SPONSORED

12/5

# ADULT CENTER SPONSORSHIPS LUNCHEONS



Join the fun by sponsoring our **monthly luncheons** at the adult center! Help us serve up great food and even better conversations that bring our community together.

2025 DATES	THEME
<b>SPONSORED</b>	
3/21	St. Patrick's Day
<b>SPONSORED</b>	
5/23	Italian
6/20	Patriotic Party
7/25	Country Western
8/22	50's & 60's
9/26	Oktoberfest
10/24	Halloween
11/21	Thanksgiving

## What does your sponsorship look like?

<b>What does the sponsor provide?</b>	Dessert – Sponsor to provide dessert one day prior to the event by 12 pm
<b>Fee</b>	\$150
<b>Date</b>	Select Fridays, 11:30 am–1:30 pm
<b>Audience</b>	50 and up
<b>Estimated Attendance</b>	60
<b>What does the Park District provide?</b>	Plates, cups, coffee, napkins, and utensils
<b>Additional Info</b>	<ul style="list-style-type: none"> <li>• 11:30 am – Lunch will be served</li> <li>• 12:30 pm – Entertainment begins.</li> <li>• Sponsor is welcome to provide raffle or giveaway items and will have the opportunity to speak to the group prior to the start of the event.</li> <li>• The sponsor will also have a unique opportunity to assist in serving food for a teambuilding staff outing.</li> <li>• The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details</li> </ul>

# ADULT CENTER SPONSORSHIPS PROGRAMS



Be a star sponsor of our **adult center programs!** Your support will help us create exciting activities that spark creativity and connection in our community.

2025 DATES	THEME
2/14	SPONSORED <small>go</small>
7/18	SPONSORED <small>il</small>
9/15	SPONSORED <small>air</small>
10/1	SPONSORED



## ALL PROGRAMS ARE SPONSORED

Thank you to our sponsors for making these programs possible! All programs are currently sponsored and fully scheduled.

Please check back in **Fall 2025** for new opportunities and updates.

### What does your sponsorship look like?

<b>What does the sponsor provide?</b>	Sponsor provides goods and services associated with event – including but not limited to entertainment, refreshments, or prizes
<b>Fee</b>	Approximately \$275
<b>Audience</b>	50 and up
<b>Estimated Attendance</b>	60
<b>What does the Park District provide?</b>	Plates, cups, coffee, napkins, and utensils
<b>Additional Info</b>	<ul style="list-style-type: none"> <li>• Sponsor will be responsible for payment directly to vendor of the Park District’s choice.</li> <li>• The sponsor is welcome to provide raffle or giveaway items.</li> <li>• The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details.</li> </ul>



# RECREATION SPONSORSHIP PROGRAMS

Welcome to Elmhurst Park District, where we're committed to enriching lives while having fun! We're excited to offer your organization the opportunity to partner with us and make a positive impact on our community through sponsorship.

For over 100 years, Elmhurst Park District has been a central hub for community engagement, offering a wide variety of programs and events for all ages. We pride ourselves on delivering high-quality experiences that inspire, educate, and entertain.

As a sponsor, your support will enhance key initiatives such as:

- Kindergarten readiness bags for preschoolers
- Field trips for summer camps
- Adult Sports Leagues

Your sponsorship will not only help expand these valuable programs, but it will also provide your organization with increased brand visibility, community engagement, and networking opportunities with like-minded businesses and leaders.

Partner with us to make a meaningful difference in our community through recreation. Together, we can achieve our shared goals.

Thank you for considering sponsorship with Elmhurst Park District. We look forward to collaborating with you!



# RECREATION SPONSORSHIP PROGRAMS

Sponsor preschool programs and field trips for summer camps to make a lasting impact on children's lives and promote your brand!



## BECOME A CHAMPION FOR YOUNG LEARNERS!

### **Sponsor our Kindergarten Readiness Bags!**

Your support will equip graduating 4-year-olds with essential tools and resources, ensuring they start their educational journey with confidence and excitement. Join us in making a lasting impact on their future!

#### **Your Sponsorship Provides:**

- Swag item and/or flyer to be included inside bag

**Sponsorship Contribution:**  
\$500

#### **Benefit:**

- Logo inclusion of your item/flyer inside the Kindergarten Readiness Bags
- Verbal mention at Preschool Graduation of your sponsorship
- Approximately 45 bags made each school year

## Summer Camps

## BECOME A HERO OF SUMMER ADVENTURES!

### **Sponsor our unforgettable summer camps and field trips!**

Your support will help ensure children have the time of their lives, with enriching experiences and exciting outings. Join us in creating cherished memories and fostering a summer full of fun, exploration, and laughter!

#### **Your Sponsorship Provides:**

- A field trip scheduled within weeks 1 through 10 of the camp

#### **Sponsorship Opportunities:**

- Funseekers Field Trip - \$1000
- Camp Canteen Field Trip - \$500
- Mini-Funseekers Field Trip - \$350
- Turf & Surf Field Trip - \$350

#### **Benefits:**

- Social media shoutouts and tags
- Logo inclusion on the field trip calendar

# RECREATION SPONSORSHIP ADULT SPORTS LEAGUES

Partner with our **Park District's Adult Sports Leagues** to gain visibility and support community wellness. Our leagues offer fun, competitive sports for adults, promoting health and camaraderie. By sponsoring, you'll connect with an active audience and enhance local engagement. Join us in celebrating community spirit and achieving your marketing goals!



	<b>Adult Softball</b> <i>SPRING</i>	<b>Adult Softball</b> <i>FALL</i>	<b>Adult Sand Volleyball</b>	<b>Adult Basketball</b>	<b>Adult Indoor Volleyball</b>
Logo/Ad on website banner – Teamsideline.com (700 weekly site visits)	✓	✓	✓	✓	✓
Social Media Mentions and Tagging	✓	✓	✓	✓	✓
Logo included in team handbook	✓	✓	✓	✓	✓
Opportunity to be onsite two games	✓	✓	✓		✓
Your Sponsorship Investment	\$750	\$750	\$500	\$500	\$500

# RECREATION SPONSORSHIP

# ADULT SPORTS LEAGUES



## Adult Softball

- One season – Spring or Fall
- Average of 54 teams per season
- Each season is about 8-10 weeks long



## Adult Basketball

- One season – Winter
- Average of 12 teams per season
- Each season is about 10 weeks long



## Adult Sand Volleyball

- One season – Summer
- Average of 19 teams per season
- Each season is about 10 weeks long



## Adult Indoor Volleyball

- One season – Fall or Winter
- Average of 8-12 teams per season
- Each season is about 10 weeks long



# Sponsorships

## INTEREST FORM

**Contact Name**  **Business Name**   
**Business Address**   
**Email**  **Phone**

Event/Program	Sponsorship Interest	Fee
<b>Total</b>		

Please be sure to include dates or month, if multiple options are available (ex: Bingo and Luncheons)

Example:

Event/Program	Sponsorship Interest	Fee
Bingo	February 9, May 10	\$150
Luncheon	February 21 and May 23	\$150
Special Events	Valentine's Day Bingo, February 14	\$275

**Invoice(s) (Choose one)**  
  Email me the invoice(s)  
  Mail me the invoice(s)

**Sponsorship Payment (Choose one)**  
  Pay per cycle/event  
  Pay in full

**Total \$**

*An official invoice and agreement will be sent to you.*

**CONTACT US** Ashley Pratscher, CPRP  
Community Events & Development Supervisor

apratscher@epd.org  
 (630) 993-8182



Elmhurst  
Park District

# ADVERTISING

## 2025

**2025**

elmhurst park district  
**WINTER  
SPRING**

RESIDENT AND COURTS  
PLUS REGISTRATION  
Saturday, December 7

NON-RESIDENT  
REGISTRATION  
Tuesday, December 10

Registration begins at  
8 am. Register at [epd.org](http://epd.org)

 Elmhurst  
Park District

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# ADVERTISING SEASONAL BROCHURES

Promote your business or organization to the Elmhurst community in the Elmhurst Park District seasonal brochure! The brochure link is distributed via Constant Contact to over 12,500 contacts, ensuring widespread visibility. Premium position ads are strategically placed at the front and back cover. Each advertiser's website link is included for further engagement. Moreover, approximately 2,600 copies are mailed out directly to households upon request. Alternatively, print copies can be picked up at various community locations such as Wagner Community Center, Courts Plus, the Administrative Office, and Sugar Creek Golf Course.



**Average views per brochure:**  
35,000+



**2025 Artwork Due Dates**

**Winter/Spring 2025 ad – 10/16/24**

*Summer Camps & Aquatics ad – 1/02/25*

**Summer 2025 ad – 3/12/25**

**Fall 2025 ad – 6/11/25**

**Winter/Spring 2026 ad – 10/15/25**



**Please submit your files  
as a PDF or .JPG to  
[marketing@epd.org](mailto:marketing@epd.org)**

<b>Full Page*</b> 8.25" x 10.75"	<b>Back Cover</b> 8.5" x 8.5"	<b>Half Page</b> 8.25" x 5"	<b>Quarter Page</b> 3.8" x 5"
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\*Premium pages are limited, with advertisers having first refusal. Full-page ads are available throughout the brochure.

Ad Type	Ad Size	1-Brochure Rate	4-Brochure Rate
<b>Full Page Ad – Premium Position, front of brochure (Pending Availability)</b>	8.25" x 10.75"	\$1500	\$1,400/brochure
<b>Full Page Ad</b>	8.25" x 10.75"	\$1250	\$1,100/brochure
<b>Back Cover</b>	8.5" x 8.5"	\$400	\$350/brochure
<b>Half Page Ad</b>	8.25" x 5"	\$650	\$600/brochure
<b>Quarter Page Ad</b>	3.8" x 5"	\$400	\$350/brochure

# ADVERTISING E-NEWSLETTERS

Promote your business or organization to the Elmhurst community in the Elmhurst Park District monthly e-newsletter!

Why Advertise in the E-newsletter? Each month, the Park District sends an e-newsletter consisting of upcoming events, programs and announcements to a database of over 12,500 subscribers. As of 2024, our open rate is 61% (vs. industry average of 34%).

All ads must be received in .jpg or .png format with at least a resolution of 72 DPI. Sized 1200 x 1200 pixels.



Artwork Due the **4th Monday of each month.**



Please submit your files as a PDF or .JPG to [marketing@epd.org](mailto:marketing@epd.org)

3 Monthly E-newsletters	6 Monthly E-newsletters	9 Monthly E-newsletters	12 Monthly E-newsletter
\$300	\$550	\$800	\$1000



# ADVERTISING BANNERS

Promote your business or organization to the Elmhurst community at Elmhurst Park District parks and facilities with banners!

Banners provide a new way for our partners to get exposure to those living within their community and help maintain or increase the parks and recreation service level. Sponsor will provide a 6x4 banner with grommets. Banners will be attached to the fence throughout the length of time indicated for each location. Banners with wind slits or mesh material are recommended.



Please bring banner to the Administrative Office at  
375 W. First St., Elmhurst



Banner due by **Monday, March 17**

Facility	Duration	Rate	Location
Baseball Fields	April–October	\$700	Berens Park Field
Synthetic Turf Fields	April–April (1-year)	\$1000	<ul style="list-style-type: none"> <li>• Berens Park A</li> <li>• Berens Park B</li> </ul>
Pickle Ball Court	April–April (1-year)	\$1000	Crestview Park
Aquatics Facilities	May–September (EE) June–August (SP)	\$500 (EE) \$300 (SP)	<ul style="list-style-type: none"> <li>• East End Pool</li> <li>• Smalley Pool</li> </ul>

# ADVERTISING DOG DISPENSERS

Help keep our parks clean by sponsoring a dog dispenser at one of our frequently visited parks. Your logo will be placed on the front of the dispenser, viewable for every patron using the dog waste bags or simply walking past.



Ads will go up in April.



Artwork due **Monday, March 4**



Please submit your files as a PDF or .JPG to [marketing@epd.org](mailto:marketing@epd.org)



Location
Berens Park
Butterfield Park
Crestview Park
East End Park
Eldridge Park
Spring and Prairie Path
Salt Creek Park
Wilder Park

Duration	Rate
1 year	\$500
2 years	\$850
3 years	\$1250



# Elmhurst's first DOG PARK

In 2018, the Elmhurst Park District Board of Commissioners approved a master plan for a dog park to be located at 0S761 Old York Road. Unfortunately the pandemic halted the project, but in December 2022, the Park Board moved forward with the project and hired Upland Design to complete architecture and engineering services for the new park.

The dog park is a large-scale project priority based on community feedback, and the master plan was shaped from a number of open houses and input from community members. The dog park will include large and small dog play areas, a water feature, agility course, natural hill and tunnel, waste bag dispensers, picnic shelters and more.

The dog park will be an exciting expansion of park offerings in Elmhurst, providing a safe place for dogs to be off-leash in a park and reducing the number of off-leash dogs in District parks. In 2023, the Park District intends to complete architecture and engineering services, including the permitting process for the future dog park. Construction and the opening of the dog park would follow in 2024.

The Elmhurst Park District has a variety of sponsorship opportunities for your business or family to be part of. Please review the available amenities below and reach out to Director of Marketing & Communications, Kari Felkamp, at [kfelkamp@epd.org](mailto:kfelkamp@epd.org) with questions.

**Elmhurst has gone to the dogs, and we want to invite you to be part of the excitement!**

Site Amenity	Number Available	Cost Per Item
Dog Waste Bag Station	4	\$750
Picnic Table	2	\$2,500
Picnic Table (ADA)	2	\$3,000
Trash Can	2	\$4,200
Bench (6 ft)	16	\$4,300
Informational Kiosk	1	\$5,000
Dog Drinking Fountain	3	\$8,000
Hill Tunnel	1	\$9,000
Agility Course	1	\$11,500
Entry Plaza with Dog Sculpture	1	Sponsored
Pergola	1	\$100,000
Shelter (20 x 40ft)	1	Sponsored
Splash Pad	1	\$120,000





# Advertising INTEREST FORM

**Contact Name**  **Business Name**   
**Business Address**   
**Email**  **Phone**

Ad Type	Description	Fee
<b>Total</b>		

Please email artwork (PDF or .jpg): [marketing@epd.org](mailto:marketing@epd.org)

*Example:*

Ad Type	Description	Fee
E-Newsletter	March, April, May	\$300
Brochure	Half page, Summer and Fall	\$1300
Banner	Synthetic Turf Fields	\$700

<b>Invoice(s) (Choose one)</b>	<input type="checkbox"/> Email me the invoice(s)	<input type="checkbox"/> Mail me the invoice(s)	<b>Total \$</b> <input style="width: 100%;" type="text"/>
<b>Sponsorship Payment (Choose one)</b>	<input type="checkbox"/> Pay per cycle/event	<input type="checkbox"/> Pay in full	<i>An official invoice and agreement will be sent to you.</i>

**CONTACT US** Ashley Pratscher, CPRP  
Community Events & Development Supervisor

[apratscher@epd.org](mailto:apratscher@epd.org)  
 (630) 993-8182