

CORPORATE PARTNERSHIP



BENEFITS OF CORPORATE SPONSORSHIP WITH FOX VALLEY PARK DISTRICT

The Fox Valley Park District has well established communications with the Fox Valley community. Your organization can tap into this resource through mutually edifying methods of advertising.

Considering the following facts:

- We serve over 236,000 residents
- Proximity to the quickly growing downtown area
- Well established relationships with other local agencies
- Over 3,800 recreation programs annually
- Annual attendance of 2 million people at our signature facilities
- Increased website traffic

- Consistent social media engagement:
 - **FVPD Facebook Posts**
Reach: 526,110 (Avg/Month: 43,842)
Engagement: 20,595 (Avg/Month: 1,716)
Events: (Over the 1-yr.) 74,900+ people reached
 - **BBF Facebook Posts**
Reach: 744,941 (Avg/Month: 62,078)
Engagement: 20,514 (Avg/Month: 1,709)
Events: (Over the 1-yr.) 1.6 M people reached
- Vast exposure with:
 - The Fox Fitness brand
 - 3 Community and fitness centers
 - Blackberry Farm and Orchard Valley Golf Course
 - 3 Aquatic parks
 - 268 athletic fields and courts and more

- Nationally, Park and Recreation agencies generate more than \$154 billion in economic activity

Some of our current sponsors include:

- Northwestern Medicine
- Painters District 30
- Konen Insurance
- VNA Health Care
- Progressive Business Solutions
- NorthStar Credit Union
- PepsiCo
- Douglas Carpet One
- ComEd
- Northwestern University All of Us Research
- Symphony of Orchard Valley
- Buck Services
- Nicor Gas
- Earthmover Credit Union
- Sport Clips

AVAILABLE OPPORTUNITIES:

Signature Events

On site presence at our events will expose you to a targeted demographic. Options available include:

- Presenting sponsor - \$1,000
- Event sponsor - \$250
- Table at event - \$100

SIGNATURE EVENTS INCLUDE:

Ninja Warrior

- 80 average attendance
- Sells out consistently
- January 18, 2020

Blackberry Farm Barnyard Dash 5K

- 900 attendees
- April 25, 2020

Mid-American Canoe & Kayak Race

- 3,500 attendees
- June 7, 2020

Golf For Kids

- 300 attendees
- June 22, 2020

Concerts in the Park

- 270 average attendance
- Increased attendance in 2019
- 7 concerts held in June and July

Live & Uncorked

- 800 average attendance
- Dramatic increase in consistent attendance in 2019
- 6 concerts held June - August

Fox Valley Amazing Race

- 200 average attendance
- Sells out consistently
- August, 2020

Bug Fest

- 1,900 average attendance
- August 15, 2020

Pumpkin Weekends

- 1,000 daily average attendance
- Sells out consistently
- Held every weekend in October

Forest of Fright and Delight

- 80 average attendance
- Event with a lot of room to expand
- October 24, 2020

Holiday Express

- 1,000 daily average attendance
- Sells out consistently
- Held on weekends in December

Athletics Sponsor

Open to athletic programs run solely by the Fox Valley Park District on a seasonal basis. Athletic programs include:

- Copley Boxing Center
- Fox Valley Flash
- Parker Swim School
- Riptides Swim Team
- MVP Sports
- Fox Valley Gymnastics

Annual Marketing Partnership Program

\$7,500 Annually

Customizable package with the following options:

- Monthly and/or quarterly social media posts (variety of pages to choose from).
- Monthly Reach TV ads in community centers and facilities (Blackberry Farm, Cole, Eola, Prisco, and Vaughan).
- Quarterly inclusion in eblasts to specific target audiences (40,000 subscribers).
- Quarterly web pop-up ads, redirecting traffic to landing page (30,000 users monthly). Duration of each ad is 1 week (approx. 7,000 users).

TIP - Have a call to action.

Adventure Playbook Advertising

(Distributed to 72,000 homes in Aurora, Montgomery and North Aurora)

Prices reflect per issue cost, 4 issues are published annually.

Back cover - **\$2,500**

Inside back cover - **\$2,000**

Full page ad - **\$1,500**

Half page ad - **\$1,000**

Quarter page ad - **\$500**

Signage and Banners

Large scale sign in Vaughan Field House

\$6,000 Annually, \$1,000 per yr. renewal

- Available on an annual basis.
- 8' x 12' full color banner
- Limited. We reserve the right to deny signage or alter artwork to best reflect our brand to the community.

Field banners

\$350 per season

- Available seasonally
- Can be displayed at Stuart Sports Complex, MLK Park, Copley 2, Eola Park and Greene Field Park
- Limited. We reserve the right to deny signage or alter artwork to best reflect our brand to the community.

Facility Coffee Sponsor

\$500 for 3-months

Complimentary coffee sponsor for mornings at Vaughan and Prisco Fitness Centers with "Coffee Sponsored by" signs at each station.