



# CORPORATE PARTNERSHIP



# Fox Valley Park District

## AGENCY OVERVIEW

### FVPD

Serve 236,000 residents  
Second largest park district in Illinois  
Facilities near revitalized downtown Aurora  
Over 3,800 programs/events held annually  
2 million patrons per year at signature facilities  
Established relationships with local agencies

### OUR MEDIA

Significant website traffic ###

#### FVPD Facebook Posts

Reach: 43,000+/month  
Engaging: 1,700+/month  
Events: 75,000 reach/year

#### BBF Facebook Posts

Reach: 62,000+/month  
Engaging: 1,700+/month  
Events: 1.6M reach/year

#### Vast attendance/exposure at:

3 Fox Fitness facilities  
3 community centers  
Blackberry Farm  
Orchard Valley Golf Course  
3 aquatic parks  
268 athletic fields/courts

### OUR SPONSORS

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

## PARTNERSHIP OPPORTUNITIES



### SIGNATURE EVENTS

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

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

#### SIGNATURE EVENTS INCLUDE:

##### Blackberry Farm Barnyard Dash 5k

900 attendees • April event

##### Mid-American Canoe & Kayak Race

3,500 attendees • June event

##### Golf for Kids

300 attendees • June event

##### Live & Uncorked Concert Series

800 attendance • June-August concerts

##### Pumpkin Weekends

1,000 daily attendance • Sells out  
Every weekend in October

##### Hoilday Express

1,000 daily attendance • Sells out  
Weekends in December



### ATHLETICS SPONSORS

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  
Track & Field Team • Parker's Swim School  
Riptides Swim Team • MVP Sports  
Fox Valley Gymnastics



### ANNUAL MARKETING PARTNERSHIP

#### \$7,500 annually

Customizable package including these options:

- Monthly/quarterly social media posts (variety of pages to choose from)
- Monthly in-facility TV ads (Blackberry Farm, Cole, Eola, Prisco, Red Oak and Vaughan)
- Quarterly eblasts to 40,000 subscribers
- Quarterly web pop-up ads, redirected to to your landing page (30,000 visitors/month), for a duration of one week.

**TIP: Have a call to action!**



### ADVENTURE PLAYBOOK

Published online with interactive links.  
Unique viewers: 6,550; Read time: 04:45 mins

Prices are per issue. (Four issues per year)

Premier Sponsor: \$2,500  
Inside front cover: \$1,000  
Full page: \$750  
Half page: \$500  
Quarter page: \$250



### SIGNAGE & BANNERS

#### Large Scale Banner (Vaughan)

**\$6,000 for one year; \$1,000 per year renewed**  
8x12' full color banner along walking track

#### Field Banners • \$350 per season

Displayed at Stuart Sports Complex, MLK Park, Copley 2 Park, Eola Park or Greene Field Park

#### Outdoor Marquee • \$125/week/facility

Full color digital images outside of Blackberry Farm, Eola, Prisco and Vaughan



### FACILITY COFFEE SPONSOR

#### \$500 for three months

Complimentary coffee available for patrons every morning at Vaughan and Prisco, with sponsor recognition at each coffee station.