



# 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

Ascension Mercy Hospital

Thrive of Fox Valley

Aurora University

Northwestern Medicine

Painters District Council 30

Konen Insurance

Aetna Better Health

Devoted Health

First Student Septran

Marmion Academy

Progressive Business Solutions

PepsiCo

Douglas Carpet One

Buck Services

Earthmover Credit Union

State Farm - Nick Cortino Agency

Bardwell Residences

Orthodontics Expert

Rey Cruz Investments

## 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

**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)

Presenting Front Page: \$1,250.00

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.