



# BOLINGBROOK PARK DISTRICT SPONSORSHIP AND ADVERTISING PROGRAM

201 Recreation Drive, Bolingbrook, IL 60440 | [www.bolingbrookparks.org](http://www.bolingbrookparks.org)  
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# BOLINGBROOK PARK DISTRICT MARKETING PARTNER PROGRAM

Reaching and engaging with your target audience can be a challenge. A partnership with Bolingbrook Park District provides a cost effective way to not only reach the audience you are looking for, but to engage them and drive revenue.

Bolingbrook Park District understands each businesses needs are different. We will work with you to ensure you receive maximum benefits through our marketing partner program. Whether it is by providing in-kind or food donations, goody bags, or monetary sponsorships, there is a marketing opportunity that will fit your needs.

## OUR MISSION

The Bolingbrook Park District’s mission is to provide world-class park and recreation services in a fiscally responsible manner to enhance the community’s quality of life. Guided by its mission, the Bolingbrook Park District has aligned efforts around key principles such as excellence, quality of life, and customer satisfaction. These concepts are critical to the success of the Bolingbrook Park District and the benefits it can bring to our marketing partners.

## OUR REACH

Your partnership with Bolingbrook Park District provides you with the opportunity to be a part of the lives of 75,000 residents of Bolingbrook. Our customer base also reaches into Plainfield, Naperville, Woodridge, Lisle and Romeoville. The Bolingbrook Park District offers unique opportunities to reach the entire family unit - buyers, users and influencers.

## GUARANTEED SUCCESS FOR YOU

Bolingbrook Park District has been meeting the needs of the community since 1970. You are guaranteed to reach the community.

## GIVING BACK

Bolingbrook Park District encourages and promotes the value of giving back. This is accomplished through various partnerships with local food pantries, Morning Star Mission and S.O.S. Village in Joliet, Heart Haven Outreach, Almost Home Kids, Operation Christmas, Toys for Tots, Heritage Woods of Bolingbrook and more. This value of giving back is incorporated into the curriculum of our recreational programs including preschool, dance and gymnastics. Our facilities also host various charity partnered promotions to encourage our members and patrons to give back to those in need. We welcome all of our marketing partners to help us give back through creative and fun partnerships.

### COMMUNITY VISIBILITY

18,000+  
monthly unique website visitors  
(average)

25,500  
newsletters  
printed bimonthly

13,000+  
active email contacts

20,000+  
followers on social media

Are you looking for  
something different?

Reach out to us.  
We are always open  
to new ideas!



# BOLINGBROOK PARK DISTRICT COMMUNITY EVENTS

## WINTERFEST

February 3, 2024  
11:00 am-2:00 pm

Enjoy a day filled with fun family activities.

Attendance: 800+  
Deadline: January 2

## WEEK OF THE YOUNG CHILD

April 15-20, 2024

Celebrate the early childhood years with free family activities.

Attendance: 500+  
Deadline: March 1

## FAMILY OUTDOOR MOVIES

Three dates in June and July 2024

Bring a blanket and enjoy a movie on the big screen outdoors.

Attendance: 350 per movie (2,100 total)  
Deadline: May 1

## FALL FEST

September 21, 2024

Family event featuring fall themed activities including big wheel races, food vendors and more.

Attendance: 1,500  
Deadline: August 1

## MONTHLY FAMILY PROGRAMS

One per month in 2024

Free family focused pre-register small events/activities.

Attendance: 100+ per event  
Deadline: Ongoing

SPONSORSHIP OPPORTUNITIES LEVELS & BENEFITS PER EVENT	WINTERFEST		WEEK OF THE YOUNG CHILD		FAMILY OUTDOOR MOVIES		FALL FEST		MONTHLY FAMILY PROGRAMS
	GOLD	SILVER	GOLD	Vendor Only*	GOLD	SILVER	GOLD	SILVER	GOLD
	\$750	\$200	\$750	\$50	\$750	\$200	\$1,000	\$500	\$5000 (Includes all 12)
	MAX: 10	MAX: 5	MAX: 10	MAX: 40	MAX: 10	MAX: 5	MAX: 10	MAX: 10	MAX: 2
LOGO PLACEMENT									
Flyers and posters	X		X		X		X		X
NAME PLACEMENT									
Press release	X		X		X		X		X
Social media postings	X	X	X		X	X	X	X	X
Recognition in newsletter									X
Recognition on lobby TVs									X
Recognition in email blast to patrons	X		X		X		X		X
Recognition on web	X		X		X		X		X
DAY OF EVENT OPPORTUNITIES									
Name on event signs	X	X	X		X		X	X	X
Table at event	X	X	X	X	X	X	X	X	X
Provide promotional items for goodie bags (max: 2 items)	X		X		X	X	X	X	X

For more information on sponsorship or advertising opportunities, contact Kimberly Smith, Director of Marketing and Customer Care, at (630) 783-6545 or [ksmith@bolingbrookparks.org](mailto:ksmith@bolingbrookparks.org).

# BOLINGBROOK PARK DISTRICT MUSIC EVENTS

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## SUMMER MUSIC CONCERT SERIES

Wednesdays in June & July

7:30-9:00 pm

Six free outdoor concerts on Wednesday nights at the Village of Bolingbrook's Performing Arts Center.

Attendance: 1,000 total adults and children per concert (6,000+ total)

Deadline: May 1

SPONSORSHIP OPPORTUNITIES LEVELS & BENEFITS PER EVENT	SUMMER CONCERT SERIES	INDIVIDUAL CONCERT
	\$3,000 MAX: 2	\$750 MAX: 2
<b>LOGO PLACEMENT</b>		
Event promotion on Lobby TV's	X	X
Flyers and posters	X	X
<b>NAME PLACEMENT</b>		
Press release	X	X
Social media postings	X	X
Recognition on lobby TV's	X	X
Email blast to patrons	X	
<b>DAY OF EVENT OPPORTUNITIES</b>		
Recognition on stage	X	X
Table at event	X	X
Provide promotional items or literature for the audience	X	
Event volunteering	X	
Banner displayed (provided by sponsor)	X	

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# BOLINGBROOK PARK DISTRICT SPORTS EVENTS - PROGRAMS

**OVERNIGHT ADULT  
SOFTBALL TOURNAMENT**  
July TBA & August TBA  
8:00 pm-9:00 am

Attendance: 500 total  
(12 teams of 15 with audience)

Deadline: June 1

**SWIM TEAM**  
June-March

14 Swim Meets

Team Members: 60

**PARKIE'S 5K**  
Saturday, August 24  
8:00 Start

Runners: 550 total adults and children

Deadline: July 1

SPONSORSHIP OPPORTUNITIES LEVELS & BENEFITS PER EVENT	OVERNIGHT ADULT SOFTBALL TOURNAMENT		SWIM TEAM		PARKIE'S 5K		
	Presenting	Gold	Presenting	Gold	Presenting	Gold	Silver
	\$500 MAX: 1	\$250 MAX: 10	\$500 MAX: 3	\$250 MAX: 10	\$750 MAX: 2	\$500 MAX: 10	\$250 MAX: 10
<b>LOGO PLACEMENT</b>							
Premium Logo placement on back of shirt					X		
Logo on back of shirt	N/A	N/A				X	
Event webpage with link to your website	X	X	X	X	X	X	X
Flyers and posters	X	X	X	X	X	X	
Results information online and in print	X		X		X		
Inclusion on all email communications about event/program	X		X		X	X	
Recognition plaque in practice area	N/A	N/A	X		N/A	N/A	N/A
Lobby TV's for one month	X		X		X		
<b>NAME PLACEMENT</b>							
Press release	X		X		X		
Social media postings	X		X		X		
Partner Program page in quarterly program guide	X	X	X	X	X	X	
Partner Program recognition on Lobby TV's	X	X	X	X	X	X	X
Banner displayed at the event/program (created by BPD)	X	X	X	X	X	X	
<b>ADDITIONAL BENEFITS</b>							
Business description with link to website and optional savings offer distributed to all participants	X		X		X		
Sponsor literature in event goody bag	N/A	N/A	N/A	N/A	X	X	X
Sole sponsor in Facebook post	X		X		X		
Sponsor literature displayed in Community Center lobby for one month	X		X		X		
Event volunteering	X	X	X	X	X	X	
Information table at event	X		N/A	N/A	X	X	

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# BOLINGBROOK PARK DISTRICT DIGITAL PROGRAM GUIDE & BPD NEWS ADVERTISING COMMUNITY CENTER INFORMATION TV ADVERTISEMENTS

## DIGITAL PROGRAM GUIDE SCHEDULE

Catalog Season	Distributed	Ad Deadline
Spring 2024	January 22	December 11, 2023
Summer 2024	April 23	March 11
Fall 2024	July 23	June 10
Winter 2024	November 27	October 22

## DIGITAL PROGRAM GUIDE

Seasonal Brochure	Single Brochure	All Four Guides
Full Page	\$500	\$1,750
Inside Front Cover	\$1,000	\$3,750

## BOLINGBROOK PARK DISTRICT NEWS

Delivered to all Bolingbrook Residents - 25,500 total copies, shelf life of two months.

BPD NEWS		Distributed	Deadline
Back Cover (1/2 page)	\$1,500 per issue	January 29	January 8
		April 1	March 11
		June 3	May 13
		July 29	July 8
		September 30	September 9
		December 2	November 11

## LOBBY TELEVISIONS INFORMATION

Digital ads that rotate on our LED TV's located at park district facilities throughout business hours. Limited to 6 per month.

3-month	\$450 (\$150/month)
6-month	\$720 (\$120/month)
12-month	\$1200 (\$100/month)

## PRINT AD SPECIFICATIONS

Please submit ads with the following specifications:

- Full color pdfs with the fonts outlined or full color jpgs
- Ads must be at least 300 dpi
- Color mode must be in CMYK (not RGB)

If an ad is sent in an unusable format, the Partner will be charged \$50 per hour for design time unless corrected artwork is submitted prior to the deadline. All ads are subject to final approval.

Please send ads to James Rodriguez , [jrodriguez@bolingbrookparks.org](mailto:jrodriguez@bolingbrookparks.org).

For more information on sponsorship or advertising opportunities, contact Kimberly Smith, Director of Marketing and Customer Care, at (630) 783-6545 or [ksmith@bolingbrookparks.org](mailto:ksmith@bolingbrookparks.org).

# BOLINGBROOK PARK DISTRICT ADVERTISING AGREEMENT

## 1. SELECT ADVERTISEMENT

<b>DIGITAL GUIDE</b>	<b>FULL PAGE</b>	<b>INT. FRONT COVER</b>	
One Season	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1000	
Indicate which season preferred:	<input type="checkbox"/> Summer	<input type="checkbox"/> Fall	<input type="checkbox"/> Winter <input type="checkbox"/> Spring
All Four Seasons	<input type="checkbox"/> \$1750	<input type="checkbox"/> \$3750	
<b>BOLINGBROOK PARK DISTRICT NEWS</b>	<b>EXT. BACK COVER</b>		
Single Ad	<input type="checkbox"/> \$1500		
Indicate which issue preferred:	<input type="checkbox"/> February	<input type="checkbox"/> April	<input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December
<b>LOBBY TV</b>	<b>3 MONTH</b>	<b>6 MONTH</b>	<b>12 MONTH</b>
	<input type="checkbox"/> \$450	<input type="checkbox"/> \$720	<input type="checkbox"/> \$1200

## 2. COMPANY INFORMATION

Company Name:		
Contact Name:		
Address:		
City:	State:	Zip:
Website:		
Email:		
Phone:	Cell:	

## 4. AGREEMENT

<p>Total Amount of Agreement: \$ _____</p> <p>I agree to the Partner Program Terms and Conditions and the sponsorship opportunities for the events indicated in this agreement for a total of \$ _____ to be collected as designated below in the Payment Details Section of the Agreement.</p> <p>Customer's Signature _____</p>
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## 3. PAYMENT INFORMATION

SEE BACK
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## 5. EMAIL, MAIL OR FAX FORM

<p>Bolingbrook Park District, c/o Kim Smith Director of Marketing and Customer Care</p> <p>201 Recreation Drive Bolingbrook, IL 60440</p> <p>Email: <a href="mailto:ksmith@bolingbrookparks.org">ksmith@bolingbrookparks.org</a> Phone: (630) 783-6545 Fax: (630) 739-1039</p>
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# BOLINGBROOK PARK DISTRICT SPONSORSHIP AGREEMENT

## 1. SELECT EVENTS

EVENT	PRESENTING	GOLD	SILVER
<b>COMMUNITY EVENTS</b>			
Winterfest	N/A	<input type="checkbox"/> \$750	<input type="checkbox"/> \$200
Week of the Young Child	N/A	<input type="checkbox"/> \$750	<input type="checkbox"/> \$50 (VENDOR ONLY)
Family Outdoor Movies	N/A	<input type="checkbox"/> \$750	<input type="checkbox"/> \$200
Fall Fest	N/A	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500
Monthly Family Events (Includes all 12)	N/A	<input type="checkbox"/> \$5000	N/A
<b>MUSIC EVENTS</b>		<b>SERIES</b>	<b>INDIVIDUAL</b>
Summer Concert Series	N/A	<input type="checkbox"/> \$3000	<input type="checkbox"/> \$750
<b>SPORTS EVENTS / PROGRAMS</b>			
Softball Tournament	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	N/A
Swim Team	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	N/A
Parkie's 5K	<input type="checkbox"/> \$750	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250

## 2. COMPANY INFORMATION

Company Name:		
Contact Name:		
Address:		
City:	State:	Zip:
Website:		
Email:		
Phone:	Cell:	

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# PAYMENT DETAILS SECTION

## OPTION 1

Paid In Full on Date of Agreement (Required within 14 days of event.)

Received Cash \$ \_\_\_\_\_ or Check # \_\_\_\_\_ Check Amount \$ \_\_\_\_\_ per \_\_\_\_\_

\_\_\_\_\_  
Manager's Signature

\_\_\_\_\_  
Date

## OPTION 2

Send Me an Invoice for Total Amount Due \$ \_\_\_\_\_. Invoice will be due net 30 days.

## OPTION 3

Billing Terms & Details

- Unless otherwise agreed upon in writing by the District, payments must be received 14 days prior to the event or publication date.
- Late Fee: Payments over 30 days past due will incur a \$25.00 late fee. If invoices are outstanding for more than 90 days a collection process will be initiated.

Monthly     Quarterly     Annually

# of Payments \_\_\_\_\_ Amount per payment \$ \_\_\_\_\_ Total Amount of Payments \$ \_\_\_\_\_

1st Designated Payment Due Date (always the 25th of the month) \_\_\_\_\_  
MM / DD / YY

Payment Method

Send me an Invoice - Invoices will be due net 30 days.

Credit Card Payment

Due to PCI compliance the District can not accept or keep your credit card information. If you choose this option, then a member of our Business Office staff will contact you via telephone to handle the initial set up of the credit card transaction. All billing cancellations or credit card information changes must be submitted by the 10th day of the billing month to the Business Office or billing will proceed as scheduled with the original billing information. For billing cancellations submitted after the 10th of the month, the billing cancellation will be effective the following scheduled payment. If the customer's credit card is invalid, or payment is rejected the customer will be subject to an NSF service fee subject to change per the Bolingbrook Park District's reasonable discretion. The full balance of the remaining unpaid agreement and cumulative NSF fees is required to be received 14 days prior to the event or publication date. The balance is subject to late fees and collections as described above.

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Cardholder's Authorization to charge provided credit card per terms specified in this agreement:

\_\_\_\_\_

ACH - Automatic Bank Account Withdrawal

Payments will be automatically debited from customer's checking account on or about the 25th of designated month outlined in the billing details section above. A voided check with preprinted name, address, routing number and account number must be attached. The District will accept a verification letter from your bank verifying the account holders name, address, routing number and account number in lieu of a voided check. All billing cancellations or account information changes must be submitted by the 10th day of the billing month to the Business Office or billing will proceed as scheduled with the original billing information. For billing cancellations submitted after the 10th of the month, the billing cancellation will be effective the following scheduled payment. If the customer's account is invalid, if sufficient funds are not available to cover the payment amount, or the customer's payment is returned from the customer's bank for any reason, the customer will be subject to an NSF service fee subject to change per the Bolingbrook Park District's reasonable discretion. Within seven days after the 25th of the month, request for payment plus the NSF fee will be sent to the customer's bank. If payment is still outstanding, the full balance of the remaining unpaid agreement and cumulative NSF fees is required to be received 14 days prior to the event or publication date. The balance is subject to late fees and collections as described above.

Bank Account Authorized Signatory (Print): \_\_\_\_\_

Account Authorized Signatory approval of ACH direct withdrawal per the terms specified in this agreement:

\_\_\_\_\_

# BOLINGBROOK PARK DISTRICT TERMS AND CONDITIONS

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1. **Statement of Purpose:** Sponsorships and advertising with the Bolingbrook Park District positively promote and financially support the mission, vision, and values of the District which benefit the residents of Bolingbrook.
2. **First-come, first-served:** Sponsorship opportunities are extended to any business, non-profit agency, governmental agency, organization, or individual that wishes to have a presence with the District on a first-come, first-served basis, provided that the proposed sponsorship otherwise conforms with the policies as stated herein.
3. **Conflicts of Interest:** The Bolingbrook Park District reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual that are incompatible with the overall mission and vision for the Bolingbrook Park District or in direct competition.
4. **Endorsement:** Bolingbrook Park District does not endorse any company, organization or product. The presence of a partner does not imply endorsement by the District. Sponsors must not make unsubstantiated claims nor suggest that the Bolingbrook Park District has endorsed a product or service.
5. **Cancellation and Rescheduling by the District:** As deemed necessary, the District holds the right to cancel or reschedule an event, publication, or project at its discretion.
6. **Cancellation of Sponsorship and/or Advertising Partner:** Cancellation of sponsorship and/or advertising must be done in writing at least 60 days prior to an event date, publication deadline, or project deadline and will be reviewed on a case by case basis.
7. **Weather Cancellations:** In case of event cancellation, no rain dates are scheduled unless specified.
8. **Refund Policy:** If the District deems it necessary to cancel an event, program, or publication, Gold and Presenting sponsors will receive 50% refund; Silver and Bronze sponsors will receive a full refund.
9. **Invoice Terms:** Sponsorship and advertising agreements will be invoiced net 30 days.
10. **Payment:** Unless otherwise agreed up in writing by the district, all sponsorships and advertising payments must be received 14 days prior to the event or publication date.
11. **Late Fee:** Payments over 30 days past due will incur a \$25 late fee. If invoices are outstanding for more than 90 days a collection process will be initiated. Late Fee subject to change.
12. **Logos and Print Ad Files:**
  - Submit ads with the following specifications: Full color pdfs with the fonts outlined or full color jpgs.
  - Ads must be at least 300 dpi.
  - Color mode must be in CMYK (not RGB)
  - If an ad is sent in an unusable format, the Sponsor will be charged \$50 per hour for design time unless corrected artwork is submitted prior to the deadline.
13. **Approval:** Bolingbrook Park District retains final approval of all sponsor messages, banner and advertising copy that are directly linked or adjacent to brochure, web content, or displayed at an event.
14. **Certificate of Insurance:** At times, the District may require a Certificate of Insurance from the Sponsor naming the Bolingbrook Park District as additional insured. The certificate must be endorsed and coverage must be adequate to be consistent with Park District policy.
15. **Indemnification:** The Partner shall indemnify and hold harmless the District and its park commissioners, officers, employees, volunteers and agents from and against all claims, damages, losses and expenses arising from or in any way connected with any act, omission, wrongful act or negligence of Sponsor or any persons connected with the Sponsor. The Sponsor will similarly protect, indemnify and hold harmless the District against and from all loss, expense, or damage to the District arising out of the negligence, willful misconduct or breach of this Agreement by the Sponsor, its agents or employees.
16. **Governance:** This agreement shall be governed by, and construed in accordance with, the laws of the State of Illinois.