

2017



WHY SPONSOR OR ADVERTISE WITH THE WESTCHESTER PARK DISTRICT

WESTCHESTER PARK DISTRICT

(708) 865-8200 | www.wpdparks.org

WHY SPONSOR OR ADVERTISE WITH THE WESTCHESTER PARK DISTRICT

If you are looking for a way to reach the residents of Westchester and surrounding areas, there is no better way to market your business than through a sponsorship or advertising with the Westchester Park District.

- ✓ The Park District reaches out to all 16,800 residents in two program brochures annually.
- ✓ The Park District owns property and has a presence in all parts of the community.
- ✓ The Park District has over 4,900 families in its data base.
- ✓ The Park District has two 20,000 square foot recreational buildings – The Westchester Community Center (10201 Bond Street and the Mayfair Recreational Center (10835 Wakefield Street).
- ✓ A sponsorship with the park district is a great way to promote your business as well as showing your support to the community.
- ✓ Help keep the park district's programs affordable for individuals & families.
- ✓ Promote your business to your direct target audience.

SPONSORSHIP OPPORTUNITIES

BANNER PROGRAM

Field Banner	3' by 8' Full Color Banner	Mayfair Park Outfield Fences	April thru October	\$ 350.00
Gym Banner	3' by 6' Full Color Banner	Community Center Gymnasium	All Year	\$ 500.00
Pool Banner	3' by 6' Full Color Banner	Swimming Pool Fences	Summer	\$ 350.00

SCOREBOARD PROGRAM

Gladstone Park	Signage attached to the scoreboard	Whips Field	April thru October	\$ 250.00
Mayfair Park	Signage attached to the scoreboard	Mayfair Fields	April thru October	\$ 250.00

PROGRAM SPONSORS

Day Camp Bags	Each child enrolled receives a bag	Logo printed on bags	Summer	\$ 500.00
Day Camp Shirts	Each child enrolled receives a shirt	Logo printed on shirts	Summer	\$ 500.00
Youth Athletics	Basketball & Floor Hockey Shirts	Logo printed on shirts	Summer	\$ 500.00



SPECIAL EVENT SPONSOR			
Holiday Party	3' by 6' Banner	Displayed Inside Gym & Outdoors	\$ 250.00
Daddy-Daughter Dance	Signage on Each Table	Logo on Printed Materials	\$ 250.00
Halloween Party	Outdoor Banner	Displayed at the Hayride	\$ 250.00
Easter Party	3' by 6' Banner	Displayed Inside Gym & Outdoors	\$ 250.00



WEBSITE SPONSORS			
Home Page	Sponsor Logo	BOTTOM OF PAGE ANNUAL	\$ 1000.00
Individual Page	Sponsor Logo	BOTTOM OF PAGE ANNUAL	\$ 500.00
BROCHURE PUBLICATION			
FULL PAGE	BACK COVER	FULL COLOR	\$ 1000.00
FULL PAGE	INSIDE COVER	FULL COLOR	\$ 750.00
HALF PAGE	VARIETY OF PAGES	BLACK / WHITE	\$ 500.00
QUARTER PAGE	VARIETY OF PAGES	BLACK / WHITE	\$ 300.00
BUSINESS CARD	WELL WISHER PG.	BLACK / WHITE	\$ 200.00



Sponsorship / Advertising Agreement

Events

Banner Program				
	Field Banner	Mayfair Park	April - October	\$ 350.00
	Gymnasium Banner	Community Center	All Year	\$ 500.00
	Pool Banner	Swimming Pool Fence	Summer	\$ 350.00
Scoreboard Program				
	Gladstone Park	Whips Field Scoreboard	April thru October	\$ 250.00
	Mayfair Park	West Field	April thru October	\$ 250.00
	Mayfair Park	East Field	April thru October	\$ 250.00
Program Sponsors				
	Day Camp Bags	Logo imprinted on bag	Summer	\$ 500.00
	Day Camp Shirts	Logo imprinted on Shirts	Summer	\$ 500.00
	Youth Athletics	Logo imprinted on Shirts	Fall/Winter	\$ 500.00
Special Event Sponsor				
	Holiday Party	Banner at Event	Inside Gymnasium	\$ 250.00
	Daddy-Daughter Dance	Printed Materials	Signage on Each Table	\$ 250.00
	Halloween Party	Outdoor Banner	Displayed by the Hayride	\$ 250.00
	Easter Party	Banner at Event	Inside Gymnasium	\$ 250.00
Website Sponsors				
	Home Page	Sponsor Logo	Annual	\$ 1000.00
	Individual Page	Sponsor Logo	Annual	\$ 500.00
Brochure Publication				
	Full Page	Full Color Back Page	Two Publications	\$ 1000.00
	Full Page	Full Color Inside Cover	Two Publications	\$ 750.00
	Half Page	Blk / White Inside Book	Two Publications	\$ 500.00
	Quarter Page	Blk / White Inside Book	Two Publications	\$ 300.00
	Business Card Size	Well Wisher Page	Two Publications	\$ 200.00
Advertisement will also be published in our online book on the Park District Website.				

Sponsorship Agreement

Company Information

Company Name _____
 Contact Name _____
 Address _____

 City _____
 State/Zip _____
 Website _____
 Phone _____
 Cell _____

Payment Information

Check (Payable to Westchester Park District)

Cash (Please do not mail in cash)

Credit Card – the Park District accepts Visa, MasterCard, Discover, and American Express

Please send me an invoice

Agreement

I agree to the Sponsor Advertising Program Terms and Conditions on the back of this form and for the events indicated to the left for a total of \$ _____

Name _____ Date _____

Signature _____

Submit Form

Mail, Fax or Email form to:
 Westchester Park District c/o David Brink
 10201 Bond Street
 Westchester, IL 60154
 Email: dbrink@wpdparks.org
 Phone: 708 865-8200
 Fax: 708 865-8242

Terms and Conditions

1. **Statement of Purpose:** Sponsorships and advertising with the Westchester Park District positively promote and financially support the mission, vision and values of the District. For the purpose of this document Sponsors or Advertisers are referred as Partners.
2. **First come – First Served:** Sponsorship opportunities will be 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. **Conflict of Interest:** The District reserves the right, at its discretion, to refuse any sponsorship or advertising from an organization, agency, business, or individual.
4. **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.
5. **Cancellation of Sponsorship and/or Advertising by 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.
6. **Weather Cancellations:** In case of event cancellation, no rain dates are scheduled unless specified.
7. **Refund Policy:** If the District deems it necessary to cancel an event, program, or publication, sponsors shall receive a full refund.
8. **Invoice Terms:** Partner agreements will be invoiced net 30 days.
9. **Payment:** Unless otherwise agreed upon in writing by the District, all sponsorships or advertising payments must be received 14 days prior to the event or publication date.
10. **Late Fee:** Payments over 30 days past due will incur a \$ 25.00 late fee for each month late. If invoices are outstanding for than 90 days a collection process will be initiated.
11. **Logos and Print Ad Files:** Submit ads with the following specifications:
 - Full color pdfs with the fonts outlined or full color, minimum 300 dpi jpg.
 - Ads saved as .doc, .xls, .ppt, or .pub will not be accepted.
12. **Indemnification:** The Partner shall indemnify and hold harmless the District, 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 Partner or any persons connected with the Partner. The Partner 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 Partner, its agents, or employees.
13. **Certificate of Insurance:** At times, the District may require a Certificate of Insurance from the Partner naming the Westchester Park District as additional insured. The certificate must be endorsed and coverage must be adequate to be consistent with Park District policy.
14. **Governance:** This agreement shall be governed by and construed in accordance with, the laws of the State of Illinois.