



SANDWICH PARK DISTRICT

• 1001 N. Latham Street • Sandwich, Illinois 60548 • 815-786-8044

Dear Friends:

The Sandwich Park District would like to invite you and your company to become a Partner.

In teaming up with the Sandwich Park District we will work with your company to develop a multi-faceted marketing package to include advertising and opportunities within publications, at events, and within Park District owned facilities.

As a partner with the Sandwich Park District you are demonstrating positive corporate citizenship and greater visibility within the community. Your company/business will gain valuable exposure by advertising with us, while extending your visibility and achieving your marketing goals.

Partner Opportunities:

- **Sponsorship within the Sandwich Park District Program Guide**
The Program Guide is mailed to every resident's household three times per year and used for community awareness, presentations, general information packets and new resident packets.
- **Sponsorship on the Sandwich Park District Website**
As a Sponsor of the Sandwich Park District Website you will receive advertising on the Home page of our website.. Depending on the level of sponsorship your business name and logo will appear on the home page under Corporate Sponsorships for a designated amount of time. This message will scroll as an advertisement. There will be annual opportunities to renew your sponsorship allowing your logo to be seen on our home page.
- **Sponsorship with a Sandwich Park District Program**
Become a sponsor for one of our special events including Festival of Trees, Party in the Park, Freedom Run (5K and 1 Mile), Harvest Moon Hayride, Halloween Egg Hunt, Donut Dash 5K/ 10K, Polar Express, Daddy Daughter Dance, Spring Egg Hunt, Bingo and Banana Splits. Also, you can sponsor a Sport League such as Basketball, Soccer, Boys Baseball and Girls Softball.
- **Sponsorship by offering a Product/Merchandise Donation**

Benefits you will receive:

- The Sandwich Park District Program Guide is distributed, three times per year to 11,500 households (32,500 annually)
- More than 99% of the residents of Sandwich receive the Program Guide, and view your advertisement.
- The surrounding Sandwich area also receives the Program Guide such as Plano, Somonauk and Lake Holiday.
- You will increase your exposure by means of supporting our programs, with items such as banners, clothing advertisement, public service announcements and press releases.
- By becoming a partner you will optimize your advertising expense while helping the community.

Become a partner and increase your exposure in the community. Return the sponsorship commitment form or contact us at 815-786-8044.

Sincerely,
Sue Swithin, Director

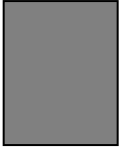

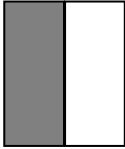
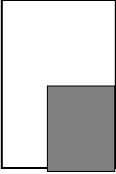
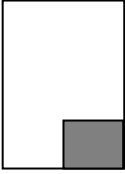
SPONSORSHIP RATE SUMMARY

Offer I: PROGRAM GUIDE SPONSOR

The Sandwich Park District Program Guides are mailed to approximately 10,500 households three times a year. They are also distributed at the Sandwich Chamber of Commerce, Sandwich City Hall, local businesses, and the Sandwich Library.

SANDWICH PARK DISTRICT PROGRAM GUIDE

2.2014 prices

Sponsorship information	Ad Size Options		
<p>Four Color Artwork supplied must be camera-ready. Four-color separations must be provided; tif, jpeg, pdf. files accepted by email. Only high resolution is accepted.</p>	<p>Full Page 7.5 x 10 Color \$900 B/W \$550</p> 	<p>½ Page Horiz 7.5 X 5 Color \$450 B/W \$270</p> 	<p>½ Page Vert 3.75 X 10 Color \$450 B/W \$270</p> 
<p>Black and White Camera-ready art ; black/white file must be converted to blk.wht. before email. Only high resolution is accepted.</p>	<p>¼ Page Horiz 3.75 x 5 Color \$225 B/W \$135</p> 	<p>1/8 Page Business Card / logo only Color \$150 B/W \$100</p> 	
<p>Art on Disk If art is supplied on disk, please indicate the platform, format, version of software and fonts on the disk label.</p>	<p>*Commitments of 3 continuous Program Guides will receive a 10% fee discount.</p>		
<p><i>Sponsorship deadlines will be provided for each seasonal Program Guide.</i></p>			

Samples of Former Program Guide Advertisements Available.

Fall/Winter Season (September - December)
Winter/Spring Season (January - April)
Summer Season (May – August)

Ad deadline is last week in June.
Ad deadline is last week in October.
Ad deadline is last week in February.

Commitment forms must be returned by 8 weeks before season begins for all program guide sponsors.

Expected date of Program Guide mailings is one month before season begins. Program guides are mailed in conjunction with the Record Newspaper and the Valley Free Press.

Offer 2: WEBSITE SPONSOR

As a Sponsor of the Sandwich Park District Website you will receive advertising on the Home page of our website. The initial sponsorship will support the migration of a New and exciting format for the site. Depending on the level of sponsorship your business name and logo will appear on the home page under Corporate Sponsorships for a designated amount of time. This message will scroll as an advertisement. There will be annual opportunities to renew your sponsorship allowing your logo to be seen on our home page. Your business will also be listed as a supporting sponsor in our Program Guide which prints tri-annually.

- Level 1 – \$3,000 (three year commitment which includes website maintenance)
 - 2” inch high scroll ribbon, half page with business name and logo.
- Level 2 - \$1,000 (two year commitment)
 - Thumbnail with business name and logo in sponsorship section.
- Level 3 - \$500 (one year commitment)
 - Thumbnail with business name and logo in sponsorship section.

Offer 3: PROGRAM / SPECIAL EVENT SPONSOR

As a Sponsor of one of the Sandwich Park District programs, you will receive advertising during the event, in a brochure, on a flyer or a banner, on a sign at the event, or name recognition on t-shirts for leagues. We will also include inclusion in PSA’s prior to the event on local radio, announcements and recognition throughout the event day and recognition in the subsequent Program Guides.

League Sponsorship - Provide sponsorship for one of our Youth Sports Leagues.

- **Soccer** (August – October) 200 children participate in the Youth Soccer Leagues
New Soccer Goals for the fields \$1,500 – banner placement for three years.
Equipment (ball, shine guards, etc.) \$250 - banner placement for one year.
- **Youth Basketball** (October – March) Over 200 children participate in Youth Basketball.
T-shirts Sponsor for the League \$250
Equipment (balls, pennies, time clocks, portable scoreboards, etc). \$250
- **Girls Softball** (Summer and Fall) 200 girls participate in the Spring and Fall Softball Leagues.
Shirt Sponsor for the League \$250
Equipment (balls, player equipment, scoreboards, etc). \$250
- **Tee Ball League** (Summer) Over 40 boys and girls participate in our Youth Tee Ball League.
Shirt Sponsor for the League \$250
Equipment (balls, player equipment, scoreboards, etc). \$250
- **Boys/Girls Wrestling Club** (Fall/Winter) Over 40 boys and girls participate in this Wrestling Club.
Shirt/Singlet Sponsor for the League \$250
Equipment (player equipment, cleaning products, mats, etc). \$250

Freedom Run – (5K - One Mile Run - Tot Trot)

This event has been offered for a number of years. Our goal is to provide a safe, well-organized race that can be enjoyed by long time runners as well as first time runners and walkers. The race takes place during the July 4th weekend, annually.

- Major Event Sponsor – Sole Sponsor - \$2,000
- Partner Sponsor (Two sponsors) - \$1,000 ea.
- Product Sponsor - in-kind donation of product / give-a-ways (allowed exhibitor space).
- Volunteer Sponsor (limited to two sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinate the evening's event.

Donut Dash – 5K / 10K Run - This event is offered in the fall, surrounding the Sandwich Fair grounds and city streets. The sponsorship opportunities are listed above.

Party In The Park (June – August) 3 Events

This event has been a favorite by residents. Local and regional bands are invited to play outside in the surrounds of Knights Park. This event draws over 150 residents each evening. Concessions and washrooms are available. Sponsorship funds support the expense of the bands, staff and printing of the promotional materials.

- Title Event Sponsor – All three evenings – entire summer - \$1,600
- Major Event Sponsor – Sole sponsor of one evening of music - \$600
- Partner Sponsor (limited to three sponsors per evening) - \$200
- Product Sponsor (limited to three sponsors per evening) in-kind donation of food for the attendees.
- Volunteer Sponsor (limited to two sponsors per evening) in-kind commitment of 6-8 volunteers to assist in coordinate the evening's event.

Outdoor Movie – (In conjunction with Party in the Park)

The Sandwich Park District hosts “Outdoor Movies” for the families of the Sandwich community and visitors. The movies are held at Knights Park, under the stars, and starts at dark after the concert. A large screen is set up and families gather around with their chairs, blankets and enjoy a favorite showing. Concessions and washrooms are available. Sponsorship funds support the expense of the movie screen, movie, staff and printing of the promotional materials.

- Title Event Sponsor – Three movies – entire summer - \$2,000
- Major Event Sponsor – Sole sponsor of one evening of movies \$600
- Partner Sponsor (limited to three sponsors per evening) \$200
- Product Sponsor (limited to three sponsors per evening) in-kind donation of food for the attendees.

Bingo and Banana Splits (August) One day

Adults enjoy a day to indulge in eating banana splits while playing Bingo! This old fashion ice cream social is a favorite for many folks! Sponsorship funds assist with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for event \$300
- Partner Sponsor (limited to three sponsors per event) \$100
- Product Sponsor (limited to three sponsors per event) in-kind donation of product / give-a-ways
- Volunteer Sponsor (two sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinating the evening's event.

Halloween Egg Hunt – Harvest Moon Hayride (October) One night

Youth and family members enjoy hunting for eggs filled with Halloween treats under the dark of night. Flashlights and egg hunting containers are brought by participants. Sponsorship funds assist with purchase

of supplies for this event. Free Hayrides, hot chocolate, goodies and a campfire are part of this evening too!

- Major Event Sponsor – Sole sponsor for evening \$400
- Partner Sponsor (limited to four sponsors per evening) \$150
- Product Sponsor (limited to three sponsors per evening) in-kind donation of product / give-a-ways
- Volunteer Sponsor (two sponsors per evening) in-kind commitment of 8-10 volunteers to assist in coordinating the evening's event.

Festival of Tress (December) Two Days

Community businesses and organizations decorate holiday trees for everyone to see. This takes place at the Timber Creek lobby in Sandwich. A holiday craft show is available for the public too. Sponsorship funds assist with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for event \$500
- Partner Sponsor (limited to three sponsors per event) \$200
- Product Sponsor (limited to three sponsors per event) in-kind donation of product / give-a-ways
- Volunteer Sponsor (three sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinating the evening's event.

Polar Express (December) One night

Youth and family members enjoy a trip on the Polar Express (Trolley train ride) from Knights Park to the North Pole! While on the train, a storyteller reads the book, of the Polar Express. When you arrive at the North Pole participants have a visit with Santa and receive milk, cookies and a special Christmas bell. Sponsorship funds assist with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for evening \$1,000
- Partner Sponsor (limited to three sponsors per event) \$100
- Product Sponsor (limited to three sponsors per event) in-kind donation of product / give-a-ways
- Volunteer Sponsor (two sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinating the evening's event.

Daddy Daughter Dance (February) One night

Fathers, daughters, grandfathers, granddaughters, uncles and nieces enjoy a fun evening of dancing and dinning. A great way for busy dads to spend time with their daughter! Sponsorship funds assist with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for event \$400
- Partner Sponsor (limited to three sponsors per event) \$150
- Product Sponsor (limited to three sponsors per event) in-kind donation of product / give-a-ways
- Volunteer Sponsor (three sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinating the evening's event.

Spring Egg Hunt (April) One day

Youth and family members enjoy a chance to hunt for spring colored eggs on the grounds of Knights Park. Participants bring a container to collect eggs that are filled with treats or toys. Then they can visit the “Bunny” and have a picture taken. Sponsorship funding assists with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for event \$400
- Partner Sponsor (limited to three sponsors per event) \$150
- Product Sponsor (limited to three sponsors per event) in-kind donation of product / give-a-ways
- Volunteer Sponsor (two sponsors per event) in-kind commitment of 6-8 volunteers to assist in coordinating the event.

Sponsorship Terms and Policies

1. Sponsorship opportunities are extended to any local, or national business, non-profit agency and government agency that has or wishes to have a partnership as outlined in this document. Subject to the Sandwich Park District's terms for accepting Sponsorship, contracts will be accepted on first-come, first-served basis.
2. Sponsorship opportunities will not be extended to any organization whose mission or goal is in conflict with the Sandwich Park District's mission of encouraging honesty, integrity and safety. The Sandwich Park District values and promotes accessibility, excellence, optimal experience, unity through diversity, wholesomeness and accountability.
3. The Sandwich Park District reserves the right to refuse any Sponsorship from organizations or companies that offer competing programs and/or facilities.
4. The Sandwich Park District is a governing body created by state authority for the purpose of serving the residents of Sandwich and does not support any one political party or viewpoint. Therefore, we will not accept political Sponsorship of any kind.
5. The Sandwich Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready ad submitted that does not conform to the publication's mechanical requirement will be enlarged, reduced or floated at the discretion of the professional staff. The Sandwich Park District shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The Sandwich Park District reserves the right to determine and/or change the placement of ads without notice. The Sponsorship fees will be adjusted if necessary.
7. Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the Sandwich Park District, without limitation against, for any and all claims made thereof against losses sustained by the Sandwich Park District, its members, and employees.
8. The advertisers and its agency, each represent that they are fully authorized and licensed to use: 1.The names, portraits, and /or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Sandwich Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the Sandwich Park District against all losses, liability, damage and /or expenses arising from the copying, printing or publishing of any such advertisement.
9. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the Sandwich Park District policies will be binding on the Sandwich Park District or its agents.
10. The Sandwich Park District shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Sandwich Park District.
11. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
12. The Sandwich Park District will not return any items submitted for Sponsorship, unless noted upon agreement.
13. Payments are due on/or before the first date of copy notification timeline, unless special arrangements have been made with staff. Failure to do so may forfeit the agreement for advertisement/Sponsorship.
14. The Sandwich Park District reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written Sponsorship agreements. All Sponsorships placed without a signed agreement are subject to rates that apply at the time of publication.



Sandwich Park District

Sponsorship / Donation Commitment

Program Guide/Ad Sponsorship:

Program Guides are published three times a year and are distributed to Sandwich Park District residents and non-residents at the beginning of the following months: August, December, and April.

Please **CIRCLE** each of the following **PROGRAM GUIDE/AD** choices:

SIZE: Full Page 1/2 Page 1/4 Page 1/8 Page (Business Card)
DISPLAY: Color Ad Black & White Ad
of PUBLICATIONS: Single (one guide) Yearly (three guides)
PRICE: \$ _____ (10% discount for three guides per year)
INVOICE: One invoice (Pay in Full) or Three invoices (before each guide)

Website Sponsorship:

Please check one of the following **WEBSITE** sponsorship choices:

- ___ Level 1 – \$3,000 (three year commitment which includes website maintenance)
 - 2” inch high scroll ribbon, half page with business name and logo.
- ___ Level 2 - \$1,000 (two year commitment)
 - Thumbnail with business name and logo in sponsorship section.
- ___ Level 3 - \$500 (one year commitment)
 - Thumbnail with business name and logo in sponsorship section.

Program Sponsorship:

Please check the following **PROGRAM** Choices:

Party in the Park (June-Aug) _____	Outdoor Movie (June-Aug) _____
Freedom Run 5K, 1 Mile Run (July) _____	Bingo and Banana Splits (Aug.) _____
Donut Dash 5K / 10K (Oct) _____	Hayride & Halloween Egg Hunt (Oct) _____
Festival of Trees (Dec.) _____	Polar Express (Dec.) _____
Daddy Daughter Dance (Feb.) _____	Spring Egg Hunt (April) _____

TOTAL PRICE: \$ _____

League Choices:

Soccer (Spring and/or Fall) _____	Youth Basketball (Winter) _____
Girls Softball (Summer and/or Fall) _____	Tee Ball (Summer) _____
Boys Basketball _____	

TOTAL PRICE: \$ _____

Please list your **PRODUCT** and/or **MERCHANDISE** donation:

_____ Value: _____
 _____ Value: _____

Sponsorship / Donation Commitment

Terms and Conditions

I agree to the above selections, terms and conditions pertaining to the Sponsorship/Donation Commitment to the Sandwich Park District.

Company Name

Address

Contact

Phone

Fax

Email

Signature

Date

Print Name