



## 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.

Benefits you will receive:

- The Sandwich Park District Program Guide is distributed, three times per year to 12,500 households (37,500 annually).
- More than 98% 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.

- **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, Music and Movies in the Park, Freedom Run (5K and 1Mile), Harvest Moon Hayride, Halloween Egg Hunt, Donut Dash 5K/10K, A Sandwich Christmas, Daddy Daughter Dance, Spring Egg Hunt, Bingo and Banana Splits are just a few. Also, you can sponsor a Sport's League such as Youth Basketball, Soccer and Girls Softball.

- **Sponsorship by offering a Product/Merchandise Donation**

Benefits you will receive:

- The Sandwich Park District Programs are offered to Sandwich residents as well as the members of surrounding communities.
- Your advertisement on your products or merchandise you donate will be seen by all who participate in our programs and free family events, such as our 4<sup>th</sup> of July parade, eggs hunts, and music and movie nights.
- 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 while decreasing the participations costs to the residents of the community. Return the sponsorship commitment form or contact us at 815-786-8044.

Sincerely,

Sue Swithin, Director

rev. 8.2016

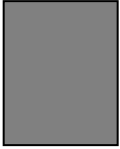
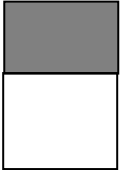
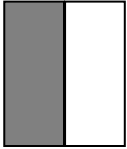
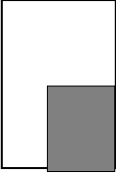
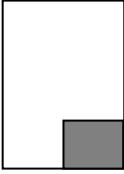
# SPONSORSHIP RATE SUMMARY

## 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

2.2016 prices

Sponsorship information	Ad Size Options		
<p><b>Four Color</b> 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><b>Black and White</b> 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 \$125</p> 	<p>1/8 Page Business Card / logo only Color \$150 B/W \$90</p> 	
<p><b>Art on Disk</b> 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 Life.*

## **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 ) 300 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) Over 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 50 boys and girls participate in our Youth Tee Ball League.  
Shirt Sponsor for the League \$250  
Equipment (balls, player equipment, scoreboards, etc). \$250

## **Freedom Run – (5K - 1 Mile Run - Tot Trot)**

This event has been offered for over 30 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 4<sup>th</sup> weekend, annually. We offer “chip” timing for our race which attracts many runners from other towns. The sponsorship opportunities are:

- Major Event Sponsor – Sole Sponsor - \$1,000
- Partner Sponsor (Two sponsors) - \$500 each.

- 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 event for PSA during the race.

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

- Major Event Sponsor – Sole Sponsor - \$1,000
- Partner Sponsor (Two sponsors) - \$500 each.
- 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 event for PSA during the race.

### **Music and Movie 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 250 residents each evening. Concessions and washrooms are available. Sponsorship funds support the expense of the bands, staff and printing of the promotional materials.

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. The movies are now shown on our very own “30 foot” screen with professional sound 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 music, movie, 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
- Volunteer Sponsor (limited to two sponsors per evening) in-kind commitment of 6-8 volunteers to assist in coordinate the event.

### **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.

### **Harvest Moon Hayride - Halloween Egg Hunt (October) One night**

Youth and family members enjoy a FREE evening with hayrides under the stars on real hayracks and hay. Hot chocolate, cookies are available to munch on by a nice warm fire while waiting for the Halloween egg hunt to start at 8:00pm sharp! Flashlights and egg containers are brought by participants. The eggs are filled with toys and sweet treats! Sponsorship funds assist with purchase of supplies for this event.

- Major Event Sponsor – Sole sponsor for evening \$500
- 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**

Over 50 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 as well starting Saturday and ending Sunday. 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.

*\*There is a special form sent to each sponsor for this event.*

### **A Sandwich Christmas – Trolley Ride (December) One night**

You and your family can climb aboard the Christmas Trolley (enclosed and heated) and enjoy a tour viewing the decorated homes that were selected in by the committee. Judge and select which home or business you like the best. Free tours depart from Veterans Park every 30 minutes. All sponsors are listed outside the loading area that night and are listed on the Sandwich Area Chamber website.

- Major Event Sponsor – Sole sponsor for evening \$1,000
- Partner Sponsor (limited to four sponsors) \$250
- Product Sponsor (limited to one sponsor for each) Cookies \$75; S'mores \$75; Elf \$50 and Santa \$150, etc. In conjunction with the Sandwich Area Chamber of Commerce.

### **Daddy Daughter Dance (February) One night**

Fathers, daughters, grandfathers, granddaughters, uncles and nieces enjoy a fun evening of dancing and dining. 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 loses, 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.



# Sponsorship / Donation Commitment

## Terms and Conditions

I agree to the 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

OFFICE USE (ONLY):  _____  _____  _____  _____  _____  _____  _____  _____
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# Sandwich Park District

Year	_____
Total	_____
Payment	_____
	_____

## 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:

Music and Movies (June-Aug) _____	Bingo and Banana Splits (Aug) _____
Freedom Run 5K, 1 Mile Run (July) _____	Hayride & Halloween Egg Hunt (Oct) _____
Donut Dash 5K / 10K (Oct) _____	Spring Egg Hunt (April) _____
Festival of Trees (Dec.) _____	A Sandwich Christmas _____
Daddy Daughter Dance (Feb.) _____	

**TOTAL PRICE:** \$ \_\_\_\_\_

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: \_\_\_\_\_