



**SANDWICH** 1001 N. Latham Street · Sandwich, Illinois 60548 · 815-786-8044  
**PARK DISTRICT**

Dear Friends,

The Sandwich Park District would like to offer you and your company an amazing sponsorship opportunity. In teaming up with the Sandwich Park District, we will work with your company/business to develop a marketing package to include advertising and opportunities to show off your company/business to the community and surrounding area. As a sponsor for 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.

**Sandwich Park District Program Guide Sponsor-  
Benefits you will receive:**

- The Sandwich Park District Program Guide is distributed, three times per year to 5,800 households (17,400 annually). 460 (1,400 annually) are distributed at events and partnering business throughout and surrounding communities.
- A majority 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.
- By becoming a sponsor, you will increase your exposure and optimize your advertising expense. At the same time, you will be helping the community by helping us keep our program cost low for our participants.

**Sandwich Park District Website Sponsor-**

As a Sponsor of the Sandwich Park District Website you will receive advertising on the Home page of our website. Your business name and logo will appear on the home page under Corporate Sponsorships for a designated amount of time. There will be annual opportunities to renew your sponsorship.

We hope you will consider this opportunity to increase your exposure in the community while decreasing the participations costs to the residents of the community. We are currently working on our next program guide and hope you will consider advertising with us. Please find the attached sponsorship form with this letter and return it as soon as possible to insure your advertisement space.

Sincerely,

A handwritten signature in black ink, appearing to read 'William Novicki', written over a horizontal line.

William Novicki, CPRP  
Executive Director  
Sandwich Park District

## Sponsorship Terms and Policies

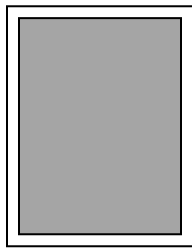
1. Sponsorship opportunities are extended to any local, or national business, non-profit agency and government agency that has or wishes to have a partnership as outlined in this document. Subject to the Sandwich Park District's terms for accepting Sponsorship, contracts will be accepted on first-come, 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.

# Program Guide Advertising

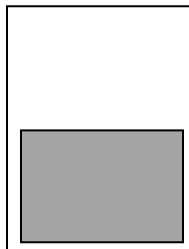
The Sandwich Park District program guide is printed three times a year and is delivered to over 5,800 households in and around Sandwich, with an additional 460 handed out at events and available for pick up at area partner locations. That's a total of 18,800 printed each year!

Take advantage of this opportunity for your company/business's message to be included in a publication that reaches the Sandwich and surrounding area residents three times per year.

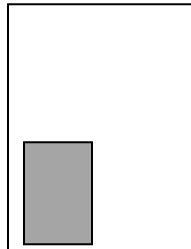
## Pick your Size



Full Page Ad



1/2 Page Ad



1/4 Page Ad



Location	Size	Single AD	3 Issue Rate (BEST VALUE)
<input type="checkbox"/> Premium Position (Back Cover, In Color)	Full Page	\$1,000	\$2700 (\$300 Savings)
<input type="checkbox"/> Premium Position (Back Cover, In Color)	Half Page	\$500	\$1350 (\$150 Savings)
<input type="checkbox"/> Full Page (Interior) (Black and White)	Full Page	\$600	\$1500 (\$300 Savings)
<input type="checkbox"/> Half Page (Interior) (Black and White)	Half Page	\$300	\$750 (\$150 Savings)
<input type="checkbox"/> 1/4 Page (Interior) (Black and White)	1/4 Page	\$150	\$375 (\$75 Savings)

Email your interest to [sandwichparkdistrict@comcast.net](mailto:sandwichparkdistrict@comcast.net) for more information on reserving your ad space in a future issue.

### Issue

- Summer
- Fall / Winter
- Winter / Spring

### Delivered / Months Covered

April = (May, June, July, Aug.)  
 August = (Sept., Oct., Nov. Dec.)  
 December = (Jan., Feb., Mar., Apr.)

# 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.

- Level 1 – \$1,300 (three year commitment which includes website maintenance)
  - Thumbnail with business name and logo in sponsorship section
  
- Level 2 - \$900 (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.

File types accepted are PDF, JGP, or TIFF. Files must be 3000dpi or better.

**Email your interest to [sandwichparkdistrict@comcast.net](mailto:sandwichparkdistrict@comcast.net) for more information on reserving your ad space in a future issue.**

## Send Us Your Reservation and Payment

Name \_\_\_\_\_ Signature \_\_\_\_\_  
Phone \_\_\_\_\_ Company Name \_\_\_\_\_  
Email \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_