

# Sponsorship Opportunities **2012**



The Wheaton Park District is committed to providing the residents and area communities with the highest level of service at every facility, in every event, class and program it offers. This commitment extends beyond park district walls and relies on valued partners that fit within the park district mission and vision. These partnerships are valuable to the community and greatly



beneficial to the partners who align themselves with Wheaton Park District.

**The Wheaton Park District facilities include...**

- Arrowhead Golf Club (Golf, banquet, and restaurant, ski center)
- Clocktower Commons (Mini Golf and Skate Park)
- DuPage County Historical Museum
- Cosley Zoo
- Lincoln Marsh Natural Area and Teams Course
- Memorial Leisure Center – serving seniors
- Northside Park, Pool, Athletics and Summer Camps
- Parks Plus Fitness Center
- Rice Pool and Water Park
- Community Center



- Safety City
- And 52 parks totaling more than 800 acres!

**Sponsorship opportunities may include...**

- Presence in seasonal brochure (33,000 per season)
- Inclusion in monthly e-blasts (database over 25M)
- Presence on websites with links to your website (up to 21M visitors per month)
- Visibility in print and promotional materials
- Presence at one or more high-traffic facilities or events
- Posts on social media sites (Facebook, Twitter)
- Presence in e-newsletters and printed newsletters

**Benefits...**

- Reach your target audience
- Variety of print and electronic media options available
- Flexible program(s) to match your marketing goals
- Community involvement

**Testimonials**

**BMO/Harris**



“BMO/Harris truly enjoyed sponsoring the Cosley Zoo Uncorked event. We enjoyed working with the Wheaton Park District and having the opportunity to meet many residents in the community that we serve in an informal but unique setting. This was a great opportunity for BMO/ Harris to be part of the Wheaton Community.”



**Borter Heating & Air Conditioning**

“We chose to support the DuPage County Historical Museum Girl Scout Exhibit because it recognizes the accomplishments of girls in our community, our nation, and the whole world really. It gives our girls the perspective of history-that small efforts matter. And sometimes, they grow into something even bigger and wonderful.”

**Example Winter Brochure Advertisement**

- Two immediate referrals

SOMETIMES LAUGHTER LASTS HAPPILY EVER AFTER.

Come to a place where elephants fly, teacups spin and fairytales really do come true—Walt Disney World, Resort.

Here, your family will create memories that will last a lifetime—magical moments you'll hold in your heart, happily ever after.

Whether it's your first Disney experience, or your one hundred and first, why wait a moment longer to bring your family? There's a magical Disney moment waiting for you right now!

Walt Disney World.

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Call today to book your magical Disney vacation!  
 Karen Dugan - AAA Wheaton  
 2 Danada Square West, Wheaton IL 60189  
 (630) 588- 7060 ext. 204  
 kdugan@aaachicago.com

AAA Vacations

Authorized Disney Vacation Planner



# Wheaton Park District Sponsorship Opportunities 2012

Event	Location	Attendance/Reach	All items can be sponsored individually or can be bundled for cost savings.	
<b>District-Wide Events</b>				
Go Fly a Kite Event (April 21)	Graf Park	1,500/families	<b>Ask about...</b> – Opportunities for annual facility sponsorships – Multi-event or facility sponsorship savings – Advertising in Wheaton Park District brochure, printed five times per year – Programs and events available to fit your budget.	
Taste of Wheaton (May 31-June 3)	Memorial Park	20,000/families		
Summer Camps (June-August)	Various Parks	1,800/ages 5-14		
Entertainment in the Park (Five Mondays in Summer)	Memorial Park	5,000/families		
Fourth of July Fireworks & Parade (July 3-4)	Downtown Wheaton & Graf Park	70,000/families		
Haunted Halloween Happenings (October 19)	Community Center	2,000/families		
<b>Facility Specific</b>				
▶ <b>Arrowhead Golf Club</b>				
Various Golf Tournaments (Spring-Fall)	Arrowhead Golf Club	500-800/men		
Cooking with Chef (Summer)	Arrowhead Golf Club	250/adults		
Golf Cart GPS (May through September)	Arrowhead Golf Club	60,000 golfers		
Cross-Country Ski Program (Winter)	Arrowhead Golf Club	4,000/skiers		
Wine events (4 in Fall/Winter)	Arrowhead Golf Club	300/adults		
▶ <b>Athletic Programs</b>				
Baseball & Softball T-shirt (Summer)	Various Parks	1,500/families		
Baseball & Softball Field	Various Parks	2,200/families		
Baseball & Softball Special Event	Various Parks	7,000/families		
Rams Football (Fall)	Various Parks	15,000/families		
Rams Cheerleading (Fall)	Various Parks	15,000/families		
Banner Sponsorship (Year round)	Central Athletic Center	10,000/families		
▶ <b>Clocktower Commons</b>				
Facility Sponsor (Spring-Fall)	Clocktower Commons	8-10,000/families		
▶ <b>Cosley Zoo</b>				
Great Egg Scramble (March 31)	Cosley Zoo	150/families		
Party for the Planet (April 28)	Cosley Zoo	250/families		
World Turtle Day (May 19)	Cosley Zoo	New Event		
Cosley Zoo Uncorked Wine Event (July 19)	Cosley Zoo	150/adults		
Santa's Craft Corner (Three Saturdays, Nov-Dec)	Cosley Zoo	600/families		
Summer Event Sponsor (includes exclusivity at all Cosley summer events)	Cosley Zoo	55,000 families		
Amphitheater Sponsor	Cosley Zoo	20,000/families		
Blanding Turtle Buddy Sponsor	Cosley Zoo	130,000/families		
Free Days Program Sponsor (6 days June-August)	Cosley Zoo	500 to 1,000/families		



# Wheaton Park District Sponsorship Opportunities 2012

## ▶ Cosley Foundation

Run for the Animals (June 2)

Memorial Park

2,500 runners/  
5,000 spectators  
300 golfers &  
guests/adults  
15,000/families  
125/corporate  
10,000/families



Mike Williams Cosley Classic Golf Outing (August 6)

Arrowhead Golf Club

Pumpkins Fest (October 1-31)

Grazing Fest (September 20)

Festival of Lights (November 23 through December 31)

Cosley Zoo  
Cosley Zoo  
Cosley Zoo

## ▶ DuPage County Historical Museum

Polar Express (Three Saturdays in December)

Train Room (Train Saturdays-16 per year)

Measures Room for Kids

Temporary Exhibit Sponsor

DuPage Historical Museum  
DuPage Historical Museum  
DuPage Historical Museum  
DuPage Historical Museum

300/families  
500 per month/families  
300 per month/kids  
1,000 per month/families

## ▶ DuPage County Historical Museum Foundation

Casino Night (March 2)

CSADA Antique Fair (October 13-14)

Music and Lecture Series

DuPage Historical Museum  
DuPage Historical Museum  
DuPage Historical Museum

150/adults  
New Event  
75 adults



## ▶ Lincoln Marsh

22nd Annual Fish-o-rama (June 16)

Walk for Awareness (October 6)

Elliot Lake  
Lincoln Marsh Natural Area

250/families  
250/families

## ▶ Parks Plus Fitness Center

Worldwide Day of Play (September 22)

Community Center

200/families

## ▶ Wheaton Park District Pools

Banner Advertising (Memorial Day through Labor Day)

Rice Pool & Water Park

1,000 to 1,500 patrons  
per day/families

Banner Advertising (Memorial Day through Labor Day)

Northside Family Aquatic Center

300 to 500 patrons per day/families

Pool Concessions

Rice & Northside

1,000-1,500 patrons/families

Pool Events (6 per year)

Rice & Northside

100-200 patrons per event/families

## ▶ Advertising

Seasonal Brochure Advertising

Wheaton Homes

33,000 residents per season

- Youth & Family (4 per year)

- Adult Guide (4 per year)

- Camps & Aquatics (1 per year)



**[www.wheatonparkdistrict.com](http://www.wheatonparkdistrict.com)**

*Contact our Marketing Team...*

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