



SPONSORSHIP & ADVERTISING 2025



@elmhurstparkdistrict
epd.org

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WELCOME TO ELMHURST PARK DISTRICT SPONSORSHIP OPPORTUNITIES!

Partnering with the Elmhurst Park District offers a meaningful and impactful way for your business to engage with the local community. As a sponsor, you'll help enhance the quality of events and programs that bring residents together, create lasting memories, and build a stronger community.



READY TO GET INVOLVED?

For more information on how you can make a lasting impact, please contact our team at (630) 993-8182 or email aprastcher@epd.org.

We look forward to partnering with you!



WHY SPONSOR WITH US?

Support Fun and Enriching Experiences

Your sponsorship helps fund a variety of activities that encourage families to connect, have fun, and meet new people.

Expand Event Offerings

Sponsor funds help expand event offerings, allowing the District to include more activities and experiences.

How Your Sponsorship Makes a Difference

By supporting us, you are directly contributing to a wide range of events that provide valuable opportunities for local families to bond, learn, and grow together.

Boost Your Brand Visibility

Gain valuable brand recognition through community-focused events that connect with a broad and engaged audience.





SPONSORSHIPS

2025

COMMUNITY EVENTS SPONSORSHIPS

TIER 1

PRESENTING SPONSORSHIP

PRE-EVENT RECOGNITION

- Logo inclusion on promotional materials. This includes brochure, website, newsletters, flyers, yard signs and social media

EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- Logo on event signage
- On-site sponsor banner placement (banner provided by sponsor)
- Sponsor recognition by event DJ or emcee
- One 6-foot table and two chairs provided

ADDITIONAL BENEFITS

- Business category exclusivity
- *Sponsor Spotlight* social media post

TIER 2

SPONSORSHIP

EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- Sponsor entertainment for an event – logo to be included on yard sign of activity
- One 6-foot table and two chairs provided
- *Sponsor Spotlight* social media post



TIER 3

SPONSORSHIP

EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- One 6-foot table and two chairs provided
- *Sponsor Spotlight* social media post

COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Spring/Summer
-  Projected Attendance: 200–3000



Party in the Parks

Wednesdays, 9–11 am

- June 25 at Pioneer Park
- July 9 at Plunkett Park
- July 23 at Butterfield Park

ALL AGES

Kids of all ages are invited for some good old-fashioned fun. We'll provide bubbles, hula hoops, jump ropes and more.

Tier 1	Tier 3
\$1500	\$250

Estimated attendance: 200+



Adult Egg Hunt

Saturday, March 15, 9–10:30 am

Berens Park, 493 N. Oaklawn Ave

18 AND UP

Adults will hunt for eggs filled with goodies and have a chance to win amazing prizes. There will be \$500 in cash prizes courtesy of sponsor.

Tier 2	Tier 3
\$500	\$250

Estimated attendance: 300+

COMMUNITY EVENTS SPONSORSHIPS



Large Scale Events – Spring



Projected Attendance: 200–3000



Egg Hunt

Saturday, April 19, 8–11 am

Berens Park, 493 N. Oaklawn Ave.

2–10 W/ADULT

A mad dash to collect prize-filled eggs and visit with the Easter Bunny. Adults must accompany children and bring own basket.

Tier 1

\$1500

Tier 3

\$250

Estimated attendance: 3,000+



Doggie Eggstravaganza

Saturday, April 19, 11–11:30am

Berens Park, 493 N. Oaklawn Ave.

ALL AGES

When the egg hunt goes to the dogs! Dogs of all sizes can hunt for treat-filled eggs.

Tier 3

\$250

Estimated attendance: 200+

COMMUNITY EVENTS SPONSORSHIPS



Large Scale Events – Summer



Projected Attendance: 200–3000



Eldridge Adventure Day

Sunday, June 22, 9 am–Noon

Eldridge Park,

363 W. Commonwealth Ln.

ALL AGES

Join the Park District for a nature adventure! Activities that will get the family excited about the great outdoors.

Tier 1
\$1500

Tier 2
\$500

Tier 3
\$250

Estimated attendance: 1,500+



Movies in the Park

Fridays, 7–8:30pm

- June 13
- July 11
- August 8

Wilder Park, 175 S. Prospect Ave.

ALL AGES

Movie under the stars at Wilder Park.

Tier 1

\$750 for one MITP
or \$2000 for all three MITP

Tier 3

\$250

Estimated attendance: 200+

COMMUNITY EVENTS SPONSORSHIPS



Large Scale Events – Summer



Projected Attendance: 200–3000



Bags, Brew and BBQ

Saturday, July 19, 6–9 pm

Wilder Park, 175 S. Prospect Ave.

21 AND UP

A game night in Wilder Park for adults! Drinks, lawn games and bags available to play. Free to attend, drinks and food available to purchase.

Tier 1

\$1500

Tier 2

\$500

Tier 3

\$250

Estimated attendance: 500+



Park Palooza

Saturday, August 16, 4–8 pm

Berens Park, 493 N. Oaklawn Ave.

ALL AGES

End the summer on a high note! Live music, kids activities, games, beer garden and more.

Tier 1

\$2000

Tier 2



\$500

Tier 3

\$250

Estimated attendance: 3,000+

COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Fall
-  Projected Attendance: 200–3000



Touch-A-Truck

Saturday, September 6, 9 am–Noon
Berens Park, 493 N. Oaklawn Ave.

ALL AGES

Climb and explore a variety of vehicles.
The first hour will be a quiet hour
designed for kids who love trucks,
but not the noise.

Tier 1	Tier 2	Tier 3
\$1500	\$500	\$250

Estimated attendance: **3,000+**



Family Fall Fest

Saturday, October 4, 9 am–Noon
Wild Meadows Trace, 511 S. York St.



ALL AGES

Safety Town trick-or-treating plus
fall festivities!

Tier 1	Tier 2	Tier 3
\$1500	\$500	\$250

Estimated attendance: **2,000+**

COMMUNITY EVENTS SPONSORSHIPS

-  Large Scale Events – Winter
-  Projected Attendance: 200–3000



Tree Lighting

Thursday, December 4, 5:30–7:30 pm
Wilder Park, 175 S. Prospect Ave.

ALL AGES

Kick off the holiday season in Wilder Park! We'll count down to the lighting of the community trees that surround the park and enjoy holiday festivities.

Tier 1	Tier 2	Tier 3
\$1500	\$500	\$250

Estimated attendance: 1,500+





ADULT CENTER SPONSORSHIPS

Join the vibrant community at Elmhurst Park District by sponsoring programs at our Adult Center tailored for seniors ages 50 and up. From bingo to luncheons, sponsorship offers a unique chance for businesses to connect with this audience. Enjoy on-site visibility, logo inclusion, social media tags, and pre-event promotions. Provide raffle baskets or giveaways to enrich the event experience and demonstrate community engagement. Partner with us to support vital senior programs and make meaningful connections in our community.

SPONSOR THE FUN!

BINGOS

LUNCHEONS

PROGRAMS

Sponsorship Contribution \$150

Benefits of being a sponsor

PRE-EVENT RECOGNITION

- Logo inclusion or social tags on pre-event promotion including flyers, website, social media posts
- Logo inclusion and link to website in Park District brochure (print and online)
- 1/4-page ad in the Centennial Connection Newsletter and logo inclusion next to event listing
- *Sponsor Spotlight* social media post

EVENT DAY BENEFITS

- Opportunity to be on-site during each event to interact with attendees
- Opportunity to speak to event attendees at the beginning of the event
- Opportunity to provide raffle basket or giveaways
- Sponsor Spotlight social media post

ADULT CENTER SPONSORSHIPS

BINGO



BINGO DATES 2025

SPONSORED

SPONSORED

SPONSORED

SPONSORED

SPONSORED

SPONSORED

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SPONSORED

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SPONSORED

SPONSORED

Join the fun and make a mark with your sponsorship—where every 'Bingo!' is a chance to celebrate and connect with our fabulous 50+ community!

What does your sponsorship look like?

What does the sponsor provide?	Continental breakfast
Fee	\$150
Date	Select Fridays, 10–11:30 am (sponsor to arrive no later than 9:30 am)
Audience	50 and up
Estimated Attendance	60
What does the Park District provide?	Plates, cups, coffee, napkins, and utensils
Additional Info	<ul style="list-style-type: none"> Sponsor is welcome to provide raffle or giveaway items and will have the opportunity to speak to the group prior to the start of the event. The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details.

ADULT CENTER SPONSORSHIPS LUNCHEONS



2025 DATES	THEME
SPONSORED	
SPONSORED	
SPONSORED	
SPONSORED	
SPONSORED	
7/25	Country Western
8/22	50's & 60's
9/26	Oktoberfest
SPONSORED	
SPONSORED	

Join the fun by sponsoring our **monthly luncheons** at the adult center! Help us serve up great food and even better conversations that bring our community together.

What does your sponsorship look like?

What does the sponsor provide?	Dessert – Sponsor to provide dessert one day prior to the event by 12 pm
Fee	\$150
Date	Select Fridays, 11:30 am–1:30 pm
Audience	50 and up
Estimated Attendance	60
What does the Park District provide?	Plates, cups, coffee, napkins, and utensils
Additional Info	<ul style="list-style-type: none"> • 11:30 am – Lunch will be served • 12:30 pm – Entertainment begins. • Sponsor is welcome to provide raffle or giveaway items and will have the opportunity to speak to the group prior to the start of the event. • The sponsor will also have a unique opportunity to assist in serving food for a teambuilding staff outing. • The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details

ADULT CENTER SPONSORSHIPS PROGRAMS



2025 DATES	THEME
2/14	SPONSORED
7/18	SPONSORED
9/15	SPONSORED
10/1	SPONSORED

ALL PROGRAMS ARE SPONSORED

Thank you to our sponsors for making these programs possible! All programs are currently sponsored and fully scheduled.

Please check back in **Fall 2025** for new opportunities and updates.

Be a star sponsor of our **adult center programs**! Your support will help us create exciting activities that spark creativity and connection in our community.

What does your sponsorship look like?

What does the sponsor provide?	Sponsor provides goods and services associated with event – including but not limited to entertainment, refreshments, or prizes
Fee	Approximately \$275
Audience	50 and up
Estimated Attendance	60
What does the Park District provide?	Plates, cups, coffee, napkins, and utensils
Additional Info	<ul style="list-style-type: none"> Sponsor will be responsible for payment directly to vendor of the Park District's choice. The sponsor is welcome to provide raffle or giveaway items. The Program Supervisor will be in contact with the sponsor one week prior with a final headcount and to relay event details.

RECREATION SPONSORSHIP PROGRAMS

Welcome to Elmhurst Park District, where we're committed to enriching lives while having fun! We're excited to offer your organization the opportunity to partner with us and make a positive impact on our community through sponsorship.

For over 100 years, Elmhurst Park District has been a central hub for community engagement, offering a wide variety of programs and events for all ages. We pride ourselves on delivering high-quality experiences that inspire, educate, and entertain.

As a sponsor, your support will enhance key initiatives such as:

- Kindergarten readiness bags for preschoolers
- Field trips for summer camps
- Adult Sports Leagues

Your sponsorship will not only help expand these valuable programs, but it will also provide your organization with increased brand visibility, community engagement, and networking opportunities with like-minded businesses and leaders.

Partner with us to make a meaningful difference in our community through recreation. Together, we can achieve our shared goals.

Thank you for considering sponsorship with Elmhurst Park District. We look forward to collaborating with you!



RECREATION SPONSORSHIP PROGRAMS

Sponsor preschool programs and field trips for summer camps to make a lasting impact on children's lives and promote your brand!



BECOME A CHAMPION FOR YOUNG LEARNERS!

Sponsor our Kindergarten Readiness Bags!

Your support will equip graduating 4-year-olds with essential tools and resources, ensuring they start their educational journey with confidence and excitement. Join us in making a lasting impact on their future!

Your Sponsorship Provides:

- Swag item and/or flyer to be included inside bag

Sponsorship Contribution:
\$500

Benefit:

- Logo inclusion of your item/flyer inside the Kindergarten Readiness Bags
- Verbal mention at Preschool Graduation of your sponsorship
- Approximately 45 bags made each school year

Summer Camps

BECOME A HERO OF SUMMER ADVENTURES!

Sponsor our unforgettable summer camps and field trips!

Your support will help ensure children have the time of their lives, with enriching experiences and exciting outings. Join us in creating cherished memories and fostering a summer full of fun, exploration, and laughter!

Your Sponsorship Provides:

- A field trip scheduled within weeks 1 through 10 of the camp

Sponsorship Opportunities:

- Funseekers Field Trip - \$1000
- Camp Canteen Field Trip - \$500
- Mini-Funseekers Field Trip - \$350
- Turf & Surf Field Trip - \$350

Benefits:

- Social media shoutouts and tags
- Logo inclusion on the field trip calendar

RECREATION SPONSORSHIP ADULT SPORTS LEAGUES

Partner with our **Park District's Adult Sports Leagues** to gain visibility and support community wellness. Our leagues offer fun, competitive sports for adults, promoting health and camaraderie. By sponsoring, you'll connect with an active audience and enhance local engagement. Join us in celebrating community spirit and achieving your marketing goals!



	Adult Softball SPRING	Adult Softball FALL	Adult Sand Volleyball	Adult Basketball	Adult Indoor Volleyball
Logo/Ad on website banner – Teamsideline.com (700 weekly site visits)	✓	✓	✓	✓	✓
Social Media Mentions and Tagging	✓	✓	✓	✓	✓
Logo included in team handbook	✓	✓	✓	✓	✓
Opportunity to be onsite two games	✓	✓	✓		✓
Your Sponsorship Investment	\$750	\$750	\$500	\$500	\$500

RECREATION SPONSORSHIP

ADULT SPORTS LEAGUES



Adult Softball

- One season – Spring or Fall
- Average of 54 teams per season
- Each season is about 8-10 weeks long



Adult Basketball

- One season – Winter
- Average of 12 teams per season
- Each season is about 10 weeks long



Adult Sand Volleyball

- One season – Summer
- Average of 19 teams per season
- Each season is about 10 weeks long



Adult Indoor Volleyball

- One season – Fall or Winter
- Average of 8-12 teams per season
- Each season is about 10 weeks long



Sponsorships

INTEREST FORM

Contact Name Business Name

Business Address

Email Phone

Event/Program	Sponsorship Interest	Fee
Total		

Please be sure to include dates or month, if multiple options are available (ex: Bingo and Luncheons)

Example:

Event/Program	Sponsorship Interest	Fee
Bingo	February 9, May 10	\$150
Luncheon	February 21 and May 23	\$150
Special Events	Valentine's Day Bingo, February 14	\$275

Invoice(s) (Choose one)	<input type="checkbox"/> Email me the invoice(s)	<input type="checkbox"/> Mail me the invoice(s)	Total \$ <input type="text"/> <i>An official invoice and agreement will be sent to you.</i>
Sponsorship Payment (Choose one)	<input type="checkbox"/> Pay per cycle/event	<input type="checkbox"/> Pay in full	

CONTACT US Ashley Pratscher, CPRP
Community Events & Development Supervisor

apratscher@epd.org
 (630) 993-8182



ADVERTISING

2025



ADVERTISING SEASONAL BROCHURES

Promote your business or organization to the Elmhurst community in the Elmhurst Park District seasonal brochure! The brochure link is distributed via Constant Contact to over 12,500 contacts, ensuring widespread visibility. Premium position ads are strategically placed at the front and back cover. Each advertiser's website link is included for further engagement. Moreover, approximately 2,600 copies are mailed out directly to households upon request. Alternatively, print copies can be picked up at various community locations such as Wagner Community Center, Courts Plus, the Administrative Office, and Sugar Creek Golf Course.



Average views per brochure:
35,000+



2025 Artwork Due Dates

Winter/Spring 2025 ad – 10/16/24

Summer Camps & Aquatics ad – 1/02/25

Summer 2025 ad – 3/12/25

Fall 2025 ad – 6/11/25

Winter/Spring 2026 ad – 10/15/25



**Please submit your files
as a PDF or .JPG to
marketing@epd.org**

Full Page*	Back Cover	Half Page	Quarter Page
8.25" x 10.75"	8.5" x 8"	8.25" x 5"	3.8" x 5"

*Premium pages are limited, with advertisers having first refusal. Full-page ads are available throughout the brochure.

Ad Type	Ad Size	1-Brochure Rate	4-Brochure Rate
Full Page Ad – Premium Position, front of brochure (Pending Availability)	8.25" x 10.75"	\$1500	\$1,400/brochure
Full Page Ad	8.25" x 10.75"	\$1250	\$1,100/brochure
Back Cover	8.5" x 8.5"	\$400	\$350/brochure
Half Page Ad	8.25" x 5"	\$650	\$600/brochure
Quarter Page Ad	3.8" x 5"	\$400	\$350/brochure

ADVERTISING E-NEWSLETTERS

Promote your business or organization to the Elmhurst community in the Elmhurst Park District monthly e-newsletter!

Why Advertise in the E-newsletter? Each month, the Park District sends an e-newsletter consisting of upcoming events, programs and announcements to a database of over 12,500 subscribers. As of 2024, our open rate is 61% (vs. industry average of 34%).

All ads must be received in .jpg or .png format with at least a resolution of 72 DPI. Sized 1200 x 1200 pixels.



Artwork Due the 4th Monday of each month.



Please submit your files as a PDF or .JPG to marketing@epd.org



3 Monthly E-newsletters	6 Monthly E-newsletters	9 Monthly E-newsletters	12 Monthly E-newsletter
\$300	\$550	\$800	\$1000

ADVERTISING BANNERS

Promote your business or organization to the Elmhurst community at Elmhurst Park District parks and facilities with banners!

Banners provide a new way for our partners to get exposure to those living within their community and help maintain or increase the parks and recreation service level. Sponsor will provide a 6x4 banner with grommets. Banners will be attached to the fence throughout the length of time indicated for each location. Banners with wind slits or mesh material are recommended.



**Please bring banner to the Administrative Office at
375 W. First St., Elmhurst**



Banner due by Monday, March 17

Facility	Duration	Rate	Location
Baseball Fields	April-October	\$700	Berens Park Field
Synthetic Turf Fields	April-April (1-year)	\$1000	<ul style="list-style-type: none"> • Berens Park A • Berens Park B
Pickle Ball Court	April-April (1-year)	\$1000	Crestview Park
Aquatics Facilities	May-September (EE) June-August (SP)	\$500 (EE) \$300 (SP)	<ul style="list-style-type: none"> • East End Pool • Smalley Pool

ADVERTISING DOG DISPENSERS

Help keep our parks clean by sponsoring a dog dispenser at one of our frequently visited parks. Your logo will be placed on the front of the dispenser, viewable for every patron using the dog waste bags or simply walking past.



Ads will go up in April.



Artwork due Monday, March 4



Please submit your files as a PDF or .JPG to marketing@epd.org



Location
B Sponsored k
Bur Sponsored ark
Crestview Park
East End Park
El Sponsored k
Spring Sponsored e Path
Salt Creek Park
V Sponsored k

Duration	Rate
1 year	\$500
2 years	\$850
3 years	\$1250



Elmhurst's first DOG PARK

In 2018, the Elmhurst Park District Board of Commissioners approved a master plan for a dog park to be located at 0S761 Old York Road. Unfortunately the pandemic halted the project, but in December 2022, the Park Board moved forward with the project and hired Upland Design to complete architecture and engineering services for the new park.

The dog park is a large-scale project priority based on community feedback, and the master plan was shaped from a number of open houses and input from community members. The dog park will include large and small dog play areas, a water feature, agility course, natural hill and tunnel, waste bag dispensers, picnic shelters and more.

The dog park will be an exciting expansion of park offerings in Elmhurst, providing a safe place for dogs to be off-leash in a park and reducing the number of off-leash dogs in District parks. In 2023, the Park District intends to complete architecture and engineering services, including the permitting process for the future dog park. Construction and the opening of the dog park would follow in 2024.

The Elmhurst Park District has a variety of sponsorship opportunities for your business or family to be part of. Please review the available amenities below and reach out to Director of Marketing & Communications, Kari Felkamp, at kfelkamp@epd.org with questions.

Elmhurst has gone to the dogs, and we want to invite you to be part of the excitement!

Site Amenity	Number Available	Cost Per Item
Dog Waste Bag Station	4	
Picnic Table	2	\$2,500
Picnic Table (ADA)	2	\$3,000
Trash Can	2	\$4,200
Bench (6 ft)	16	\$4,300
Informational Kiosk	1	\$5,000
Dog Drinking Fountain	3	\$8,000
Hill Tunnel	1	\$9,000
Agility Course	1	\$11,500
Entry Plaza with Dog Sculpture	1	
Pergola	1	\$100,000
Shelter (20 x 40ft)	1	
Splash Pad	1	\$120,000

2020
Vision
Focus on the Future



Advertising INTEREST FORM

Contact Name Business Name

Business Address

Email Phone

Ad Type	Description	Fee
Total		

Please email artwork (PDF or .jpg): marketing@epd.org

Example:

Ad Type	Description	Fee
E-Newsletter	March, April, May	\$300
Brochure	Half page, Summer and Fall	\$1300
Banner	Synthetic Turf Fields	\$700

Invoice(s) (Choose one)	<input type="checkbox"/> Email me the invoice(s)	<input type="checkbox"/> Mail me the invoice(s)	Total \$ <input type="text"/> <i>An official invoice and agreement will be sent to you.</i>
Sponsorship Payment (Choose one)	<input type="checkbox"/> Pay per cycle/event	<input type="checkbox"/> Pay in full	

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