

Plainfield Park District Sponsorship & Advertising Program



Plainfield Park District
24550 West Renwick Road
Plainfield, IL 60544

plfdparks.org
(815) 436-8812
marketing@plfdparks.org



Reach your target audience!

Get the word out about your business, organization, or event with the Plainfield Park District. Advertise with us through our activity guide, online, or through a program or event sponsorship. Whichever way you choose, you will reach a dedicated, local audience.

Our local business partners in the community help to offset the cost of programming and special events, making them accessible to all of our residents. It is because of the support of the community that we are able to provide many great free or low-cost events throughout the year.

To learn more about how you can get the most for your marketing dollar, call the Plainfield Park District's marketing team at (779) 252-2706 or email marketing@pfpdparks.org today!

Our Reach

110,000

population served (9th largest in Illinois).

43,500

seasonal guides delivered to
Park District homes
three times per year.

10,000+

annual average resident participation
in programs and/or events.

7,500+

email subscribers.

10,000+

monthly website visits.

Communities Served

Plainfield, Joliet, Romeoville, Crest Hill,
Bolingbrook, and various unincorporated areas.

Our Mission

The Plainfield Park District seeks to enhance lives through equitable, accessible, and exceptional recreation opportunities for all.

Our Vision

We aspire to be innovative, diverse, and inclusive in administration, recreation, and preservation.

Our Values

are centered on Community, Fiscal Responsibility, Stewardship of Natural Resources, Health & Wellness, and Diversity, Equitability & Inclusiveness.



Plainfield Park District has been recognized as an Illinois Distinguished Accredited Agency by the Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA).



Plainfield Park District has been recognized as Herald News/Shaw Media the Best of Will County, Park District category.



Plainfield Park District has been awarded CAPRA accreditation by the National Park & Recreation Association.



Plainfield Park District has been recognized as a National Gold Medal Finalist for excellence in the field of park and recreation management.



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Print & Digital Advertising

Reach 43,500 residents in Will & Kendall Counties

PURCHASE YOUR AD SPACE TODAY
Available Spaces:
Inside Cover | Inside Back Cover | Back Cover

Available Advertising

Print advertising is available in the Plainfield Park District seasonal activity guide, The Oak Leaf.

Advertising rates range depending on ad size, placement and length of commitment. Print ads are automatically included in the online activity guide.

Please contact the marketing team for ad availability at (779) 252-2706 or marketing@plfdparks.org.

Thank you to our 2020 Community Partners
 Your generosity helps the Plainfield Park District deliver high-quality, family-friendly events and programs to our community

For advertising & sponsorship opportunities, please email marketing@plfdparks.org, scan the QR code to be directed to our sponsorship page, or visit plfdparks.org.

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Seasonal Activity Guide Details

Season	Season Range	Distribution Date	Ad Deadline
Summer	June - August	mid-April	March 1
Fall / Holiday	September - December	mid-July	June 1
Winter / Spring	January - May	mid-November	October 1



Print - Activity Guide

Each printed issues has limited ad space. For each seasonal issue, there is one ad space available for back inside cover, back outside cover and front inside cover. There are two half-page ads available depending on seasonal content. All ad space is on a first-come, first-served basis.

Print Ad Specs	Single Season	3-Seasons (10% Discount)	Print Ad Space	Online Activity Guide Ad Space
BACK OUTSIDE COVER 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$2,350	\$6,345	✓	✓
FRONT INSIDE COVER 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$1,750	\$4,725	✓	✓
BACK INSIDE COVER 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$1,650	\$4,455	✓	✓
1/2 PAGE 8-3/8" x 4-7/8" 4-color print	\$1,000	\$2,700	✓	✓

PRINT AD SPECIFICATIONS

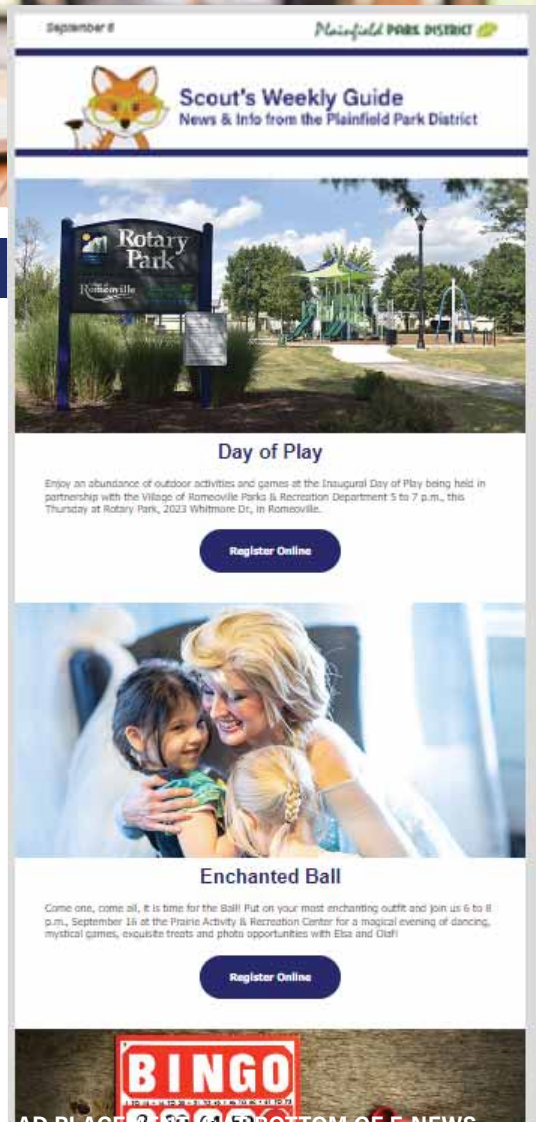
Please submit ads with the following specifications:

- ▶ Full color PDF with the fonts outlined or full color jpps
- ▶ Ads must be at least 300 dpi
- ▶ Color mode must be in CMYK (not RGB)
- ▶ If an ad is sent in an unusable format, the Partner will be charged \$50 per hour for design time unless corrected artwork is submitted prior to the deadline. All ads are subject to final approval.
- ▶ Please send ads to marketing team at marketing@plfdparks.org





E-News Sponsorship



E-News

Landing in just over 3,000 residents' inboxes each week, Scout's Weekly Guide E-newsletter is a great way to reach a local audience for an affordable price.

E-News Ad Specs	One month (4 issues)	Year (Approx. 50 issues)
E-NEWS AD 1200 x 748 pixels	\$125	\$1,350

E-NEWS SPECIFICATIONS

Please submit ads with the following specifications:

- ▶ Recommended image size is 1200 x 748 pixels
- ▶ Ads may be 72 dpi
- ▶ Color mode may be RGB
- ▶ Please send ads to the marketing team at marketing@plfdparks.org



Outdoor Banner Advertising



Village Green Park | 24121 W. Chicago St., 60544



Village Green Park | 24121 W. Chicago St., 60544

Bott Park & Village Green

Thousands of residents visit our parks and facilities each year. Capture their attention with a stylish banner displayed at two of our most popular locations. Banners remain on display May 1 through October 31.

Village Green Park is located in downtown Plainfield and is one of the busiest parks in the District with a splash pad, premier playground, basketball court, tennis/pickleball courts, large shelter and restrooms. It is home to many Park District special events and also benefits from various other events held in downtown Plainfield. Banners at Village Green are displayed on the tennis/pickleball courts.

Bott Park is located on Renwick Road just west of Route 59. It is the central hub of the District, with the Prairie Activity & Recreation Center located on site. Additionally, the park has four large baseball fields, soccer/football fields, a wheelchair-accessible playground, challenge course, skate park and more. Banners at Bott Park are displayed on baseball fields 1, 2 and 3.

Banner Ad Specs	Single Location	Two Locations
BANNER AD 36" x 36"	\$500	\$900
BANNER AD 36" x 72"	\$1,000	\$1,800



Outdoor Banner Advertising

Ottawa Street Pool

Ottawa Street Pool is open Memorial Day (end of May) through mid-August and offers tremendous exposure to those taking swim lessons, special event participants, season passholders and regular pool attendees. Banners remain on display May 1 through August 31.

Large banners (36x72) are ideal for the south fence, which faces the parking lot and Ottawa Street. Smaller banners (36x36) are ideal for the gate where patrons enter the facility.



Banner Ad Specs	Single Location
BANNER AD 36" x 36"	\$350
BANNER AD 36" x 72"	\$800



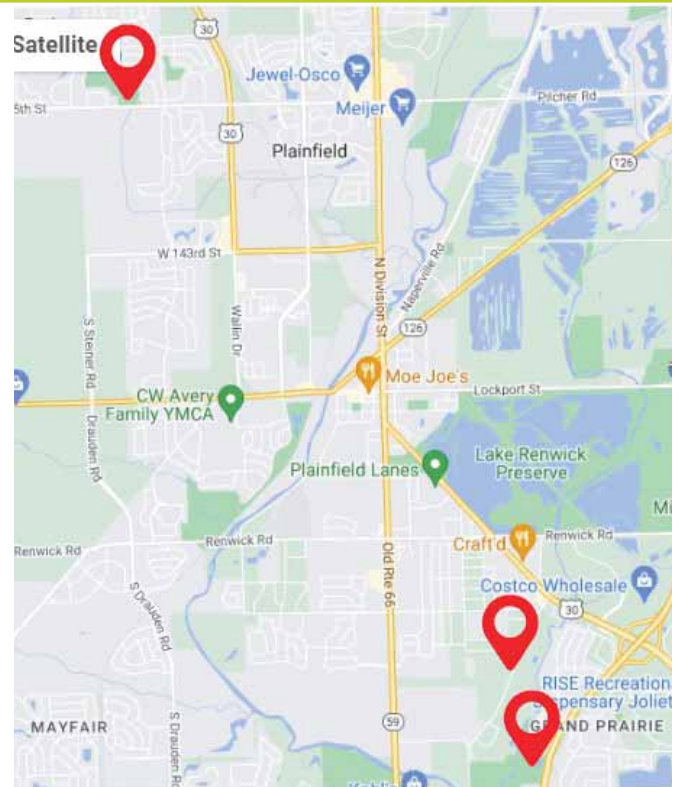


Outdoor Banner Advertising

Dog Parks

The Plainfield Park District offers three dogs parks located in various parts of the District. The dog parks provide ideal opportunities for target marketing to a specific audience. Banners remain on display May 1 through October 31.

Banner Ad Specs	Single Location	Two Locations	Three Locations
BANNER AD 36" x 36"	\$500	\$900	\$1,275
BANNER AD 36" x 72"	\$1,000	\$1,800	\$2,550



DOG PARK LOCATIONS

- ▶ Daisy Dog Park, 13214 Blakely Drive
- ▶ Clow Stephens, 16650 South Lily Cache Road
- ▶ Van Horn Woods East, 17200 Northeast Frontage Road





REACH TV Advertising



REACH TV - Main Entrance Location

REACH TV

Connect with a local audience who visits the Prairie Activity & Recreation Center (PARC) for their daily workouts, special events, and family programs with our REACH TV digital sign advertising. The best part: the longer your ad commitment, the more you save. Ads include placement on all four REACH TVs located in PARC (main entrance, gym entrance, fitness center, second floor), plus one apiece at Streams Recreation Center and Plainfield Township Community Center.

1-Month	3-Month (10% savings)	6-Month (15% savings)	12-Month (20% savings)
\$85	\$230	\$435	\$820

REACH TV AD SPECIFICATIONS

Please submit ads with the following specifications:

- ▶ Full color PDF with the fonts outlined or full color jpgs
- ▶ Ad dimensions are 8.5 x 11
- ▶ All ads are subject to final approval.
- ▶ Please send ads to marketing team at marketing@plfdparks.org

(Layout on REACH TV subject to change.)



REACH TV - Gym Entrance Location



Event Sponsorships



Grinchmas on the Green

Title Sponsors

- Offered for events with attendance of 200+
- Company name and logo on all print marketing and advertising materials including but not limited to website, press releases, signage, flyers, posters, etc.)
- Company recognized on social media (Facebook, Instagram, Twitter) and through weekly e-newsletter sent to 3,000+ subscribers
- Table space to distribute or display company promotional materials. We highly recommend providing an activity to engage participants when appearing at events.

*Prices vary based on event.
\$300 to \$1,500*





Event Sponsorships

Spring/Fall/Holiday Event



Fun Runs

The Plainfield Park District holds three, festive fun runs every year in conjunction with other Park District special events. The Fun Runs consist of approximately one mile and are great parent-child runs for beginners. Participants receive long-sleeved T-shirts with sponsor logos on back and a goodie bag with assorted themed giveaways and prizes. Sponsors may donate items to the goodie bags. Sponsors also receive a table at the events to engage with all participants.

Bunny Hop Fun Run

March/April, 2024, 9AM
@ Bott Community Park

Spooky Sprint Fun Run

Saturday, October, 2024, 10:30AM
@ Eaton Preserve

You Can't Catch Me Fun Run

Saturday, November, 2024, 1PM
@ Village Green

Sponsorship Cost: \$1,500 (includes all three runs)





Event Sponsorships

Winter/Spring Events



Dad-Daughter Dance

Dancing, crafts, refreshments and fun highlight the annual Daddy Daughter Dance held 6:30 to 8:30 p.m., every February at the Prairie Activity & Recreation Center. This event draws approximately 200+ couples (500 total) and is an ideal event to target dads in the community.

Sponsorship Cost: \$750





Event Sponsorships

Winter/Spring Events



Bunny Breakfast

Approximately 200 children and parents enjoy breakfast, activities and pictures with the Bunny.

Sponsorship Cost: \$500





Event Sponsorships

Winter/Spring Events



Egg Hunts

Five-hundred-plus kids and parents ages collect colorful eggs in Bott Community Park. Participants also receive a goody bag upon check-in and have an opportunity to visit the Easter Bunny for a photo.

Sponsorship Cost: \$1,000





Event Sponsorships

Winter/Spring Events



Adult Egg Hunt

This adults-only event continues to grow with participation, nearing 100 people in 2023. Participants enjoy music, pizza, pop, an egg hunt and raffle prizes. For adults 21 & over.

Sponsorship Cost: \$300





Event Sponsorships

Winter/Spring Events



Spring Fishing Derby

Participants (number 50-100) test their angling skills at Van Horn Woods East Pond. Awards are given for various fish caught. Event takes place rain or shine. Sponsors can assist with fish measuring, registration, raffle, etc.

Sponsorship Cost: \$300





Event Sponsorships

Summer Events



Party at PARC

Approximately 500+ people visit the Prairie Activity & Recreation Center (PARC) for the kick-off bash of the summer. Fun activities, Touch-A-Truck, entertainment, food trucks and more are part of the festivities. Additionally, the Prairie Fit Fitness Center and indoor track are available to all for FREE during the event.

Sponsorship Cost: \$1000





Event Sponsorships

Summer Events



Tiki Bash

Approximately 300-500 people enjoy an afternoon of Polynesian fun that includes performances, dancing, food and crafts.

Sponsorship Cost: \$500





Event Sponsorships

Summer Events



July 3 Fireworks

The Village of Plainfield and Plainfield Park District partner to host the Annual July 3 Fireworks. Gregory B. Bott Park and Plainfield Central High School are the two main viewing locations. Sponsorship would include naming rights to the annual event.

Example: The Annual July 3 Fireworks Show hosted by YOUR BUSINESS NAME.



Event Sponsorships

Summer Events



Cruise to Village Green

Families checking out Cruise Night in downtown Plainfield often stop in nearby Village Green for crafts, games and snacks provided by the Park District. Three Cruise to Village Green Nights are held each summer.

Sponsorship Cost: \$300





Event Sponsorships

Summer Events



Unplug Illinois Day

Join the Plainfield Park District at Bott Park for activities that connect participants with nature and unplug from electronic technology. Activities include a scavenger hunt, music, beanbags, large Jenga and Connect Four, kite fly, and crafts. Attendance is approximately 100+ parents and children.

Sponsorship Cost: \$300





Event Sponsorships

Summer Events



Traveling StoryWalk

Join the Library, Police Department and Park District for three StoryWalks in three different parks! For each event, there are crafts that go with the featured story and a frozen sweet treat! Attendance is approximately 50-100 participants.

Sponsorship Cost: \$300





Event Sponsorships

Fall Events



Enchanted Ball

Approximately 100 children (plus parents) ages 2-14 put on their most enchanting outfit and join us for a magical evening of dancing, mystical games, exquisite treats and photo opportunities!

Sponsorship Cost: \$300





Event Sponsorships

Fall Events



Autumn Family Fun Fest

Hundreds of families enjoy fall-themed fun at Eaton Preserve. Entertainment includes hayrides, pumpkin launching, pumpkin patch, petting zoo, food trucks, beer garden and more. Over 1,000 attended in 2022.

Sponsorship Cost: \$1500





Event Sponsorships

Fall Events



Frankenstein's Kiddie Carnival

Approximately 100 ghosts and goblins (plus parents) put on their best Halloween costumes and enjoy carnival games, crafts and an inflatable. Children may participate in the costume contest, which is judged in two age groups (2-5 and 6-10).

Sponsorship Cost: \$300





Event Sponsorships

Fall Events



Haunted Hayrides

Approximately 250 people per night experience bone-chilling thrills on a spooky, fun-filled hayride on the trail at Eaton Preserve. There are also options for family-friendly, non-scary rides. This event covers two nights, running 5 to 9 p.m. each night.

Sponsorship Cost: \$500 (for both nights)





Event Sponsorships

Holiday Events



Grinchmas on the Green

Grinchmas on the Green is one of the most popular family-friendly events in the Plainfield area. It is an unofficial kick-off to the holiday season. Park District staff transform Village Green Park into Who-ville with over 800 to 1,000 people visiting to enjoy the official tree lighting ceremony. Visitors view the decorated holiday trees, sip hot cocoa, enjoy cookies, and take pictures with Santa and the Grinch.

Sponsorship Cost: \$1,000





Event Sponsorships

Holiday Events



Breakfast with Santa

Families enjoy breakfast treats, Christmas-themed activities and a special visit from Santa. This event draws approximately 300 children and parents.

Sponsorship Cost: \$500





Event Sponsorships

Holiday Events



Journey to the North Pole

Approximately 250 people per night experience holiday-themed scenes en route to their trip to the "North Pole" at Eaton Preserve. The trip stops halfway through for a visit with Santa Claus. This event covers two nights, running 5 to 9 p.m. each night.

Sponsorship Cost: \$500 (for both nights)





Event Sponsorships

Holiday Events



Noon Year's Eve

Kids ring in the New Year with a daytime celebration featuring craft activities, dancing, two inflatables for jumping and climbing, refreshments and photo opportunities. This event draws approximately 200 parents and children.

Sponsorship Cost: \$300





Sponsorships & Prairie Fit

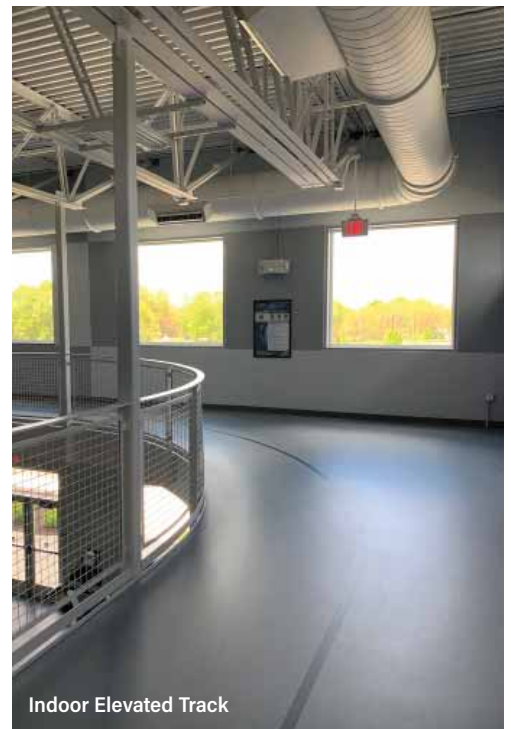


Prairie Fit Fitness Center

Did You Know?

- For every \$2,000 received in sponsorship of Park District events or programs in one calendar year, businesses receive **two** annual corporate memberships to Prairie Fit Fitness Center (includes use of fitness center, walking track and gymnasium).
 - \$550 value*
- For every \$1,000 received in sponsorship in one calendar year above \$2,000, businesses receive an additional corporate membership
 - \$275 value* per \$1,000 received
- For every \$10,000 registered in sponsorship, businesses receive **20** corporate memberships
 - \$2,750 value*

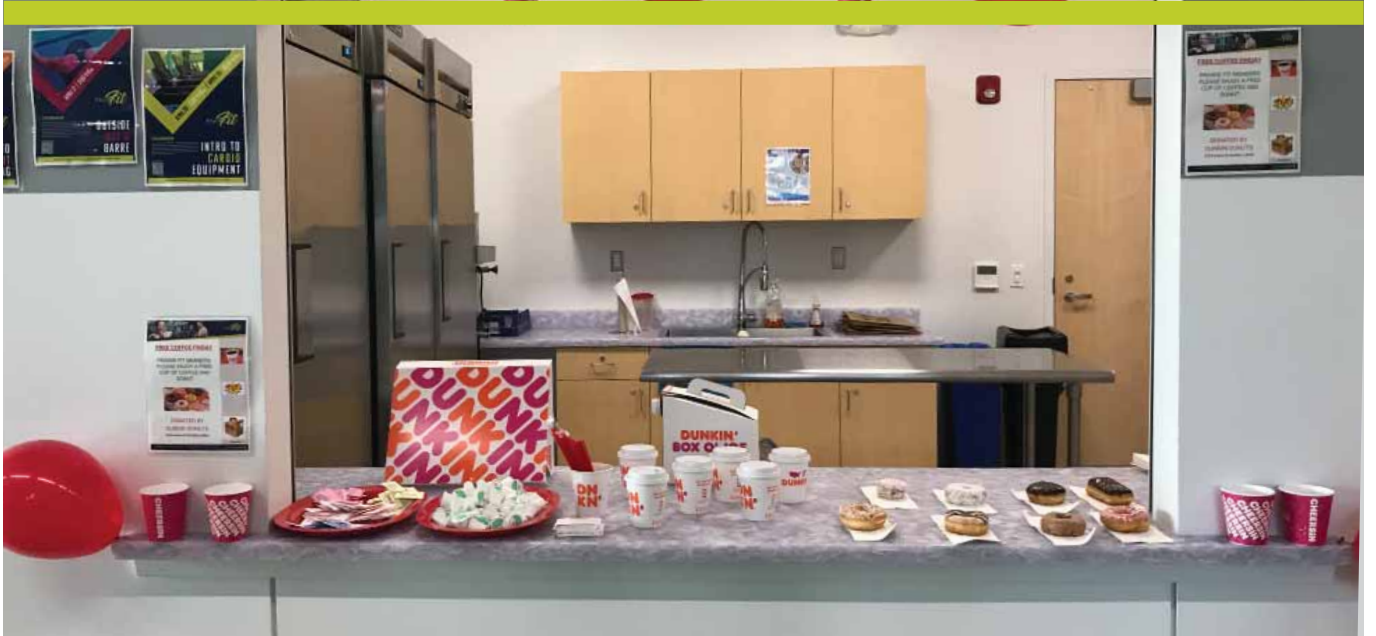
** based on adult (ages 18-59), paid-in-full yearly membership*



Indoor Elevated Track



In-Kind Donations



Thank you to Dunkin' Donuts for donation donuts & coffee for our Member Appreciation Day

Another way that local organizations help support the Plainfield Park District is through in-kind donation. It's a great way to get involved and also get the message out about your organization or business. Contact the marketing team if you would like to make an in-kind donation to the Park District at marketing@plfdparks.org.





**NEED A DIGITAL VERSION?
SCAN HERE!**



HAVE QUESTIONS?
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