


Partnership Opportunities with the Oswegoland Park District



OSWEGOLAND
PARK DISTRICT

The Oswegoland Park District has been "Creating Opportunities for a Healthy Community" for over 60 years. Connecting your businesses' brand with the Oswegoland Park District affords you a variety of opportunities to reach and engage with a large, active, and diverse audience in your community.

 To learn more about our sponsorship opportunities contact Laura Finch, Director of Marketing & Customer Service at lfinch@oswegolandpd.org or 630.554.4498.

Community **Visibility**

57,000+

Park District Residents

8,000+

Social Media Followers

22,000

Play Book Program Guides
Delivered Seasonally

80,000+

Special Event Participants

29,000+




Email Subscribers

2,000+

Race Participants

News & Events **Email Blast**

Publicize your business in the Park District's monthly News & Events email blast.

-  Delivered to 29,000 subscribers monthly
-  One sponsor per email each month
-  620px x 200px ad




Prairie Point Park **Banner Advertising**

Advertise your business at our busiest community park. Your 4'x6' banner placed on the outfield fence from April 1-November 30 will be seen by thousands of sports enthusiasts and park users each week.



Program Guide **Advertising**

Reach an active and engaged audience of 20,000 households who receive the Park District's Play Book program guide in their mailbox three times per year. Your ad will be included in the print edition as well as in the online virtual edition, accessible from each page on the Park District's website. All ads are full color!

-  **\$1,300** | Premium Position (*inside front cover, inside back cover*)
-  **\$1,100** | Full Page (*interior*)
-  **\$600** | Half Page (*interior*)

Digital **Display Ads**

Boulder Point | South Point | Civic Center

The District's three recreational facilities are a hub of activity throughout the year. Hundreds of kids and adults of all ages pass through these buildings daily. Reach this active group with messages about your business that can be run in each lobby on a large-screen monitor. Options include still ads that may be customized by location.

 871px x 491px | 300 DPI






Digital Online **Advertising**

The Park District's main website is a great resource for residents to learn about the programs, events, parks, and facilities that the Park District has to offer. The website sees over 15,000 visitors monthly. Integrate your brand with ours through digital website advertising to reach an active and diverse audience. Your digital ad will be viewed an average of 90,000 times throughout the year.

Event **Advertising**

The Park District offers a variety of seasonal events each year - many of which are free to attend. Connect your business with the Oswegoland Park District through our events and reach an active and engaged audience, from kids through adults of all ages. Your event sponsorship provides the following exposure:

-  Tabling opportunity at the event with your marketing materials and promotional items
-  Your logo on event promotional materials
-  Inquire for a list of events and opportunities

