

2013/14

# Cultural Arts Division

Sponsorship & Advertising  
Opportunities



## Ray Bradbury's

Dandelion Wine  
Fine Arts Festival  
...a celebration of  
summer

Page 3

## Summer H\*E\*A\*T\*

\*History, \*Earth,  
\*Arts and \*Tales

Page 4

## Oakwood Cemetery Walk

...a celebration of  
our past

Page 5



## Arts Park

...taking it to the parks

Think of days gone by with a "traveling playground" program but take away the balls and bats and add in a story, a painting easel, some scissors, and a plan to open the doors to creativity to the children in Waukegan.

### What we need

The Cultural Arts Division is looking for one or more organizations to help support our efforts to bring the arts to more children in our community. Your sponsorship will help staff to bring an arts leader and art supplies to more parks and to present at a number of events over the course of the summer. Last year we went to six parks and three events. The plans for the summer of 2013 include taking the Arts Park van to nine parks, 11 events and provide 24 opportunities for children.

### How you can help

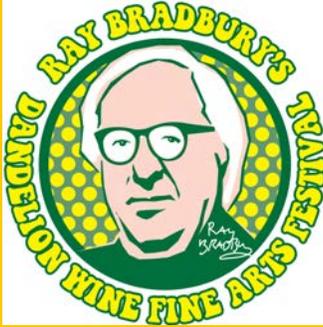
Support ARTS PARK financially for the purchase of supplies or for a summer arts leader or provide art supplies that can be taken into neighborhood parks, to arts events such as Bowen Blues, Movies in the Park, and Poetry in the Park and to community events.

\$50-\$2000



## Ray Bradbury's "Dandelion Wine" Fine Arts Festival

The first Saturday in  
June at Bowen Park



This music and arts festival has been the "kick off" to summer and has celebrated one of Waukegan's "favorite sons," author Ray Bradbury since 2000.

This festival, for all ages, celebrates the ARTS through numerous activities including art demonstrations and art displays, artisans, fine crafters, musicians, storytellers, dancers, poets, theatre workshops, and readings from works by Ray Bradbury.



### Art Project

Each year a "make and take" or a "community" art project is presented to attendees... planters, a giant puzzle, wind chimes, paintings.

Art project range \$200-\$300



### Artisans

Potters, weavers, basket makers, fibre artists and more demonstrate their craft.

Booth space \$75

### Main stage

Lively music from "well-known" Chicago-land bands culminating with a community drum circle.

Bands range from \$100-\$500/act

Drum Circle \$600

### Children's Stage

Dance troupes, puppets, stories, children's entertainers who cater to young audiences.

Children's entertainment from \$125-\$500/act

### Dance

Salsa, Hip Hop, West African, ballet, tap, jazz and pre-Columbian dance have all been a part of the annual festival.

Stage rental \$500

Demonstration \$300

Instruction \$500

### Acoustic Stage

Up and coming musicians, classical piano, jazz, literary readings, poetry, and improvisation on the acoustic stage.

Artists range from \$50-\$350

Piano Tuning \$110

Sound \$300

## Summer H\*E\*A\*T\*

Each summer we “feel the heat” but it goes beyond the typical NE Illinois humidity and temperatures rising.

We take it a step further by introducing families, day care groups, and day campers to

**History, Earth, Arts and Tales!**

The entire season \$2500

Staff brings in professional entertainment for families, children, and groups playing at Bowen on a hot summer day! Musicians, jugglers, actors, puppeteers, storytellers, and naturalist help bring history, the arts, and nature to our park visitors. Children are introduced to activities that include hands-on participation, sing-alongs, or history hikes and frog walks. *Over the years, we have paid within the ranges below.*

Naturalists \$100-\$400  
Storytellers \$250-\$500  
Puppeteers \$350-\$600

Musicians \$200-\$600  
Historians \$50-\$300  
Entertainers \$150-\$500



WAUKEGAN PARK DISTRICT





**Cemetery Walk**

Residents of Waukegan's past come to life in this living history event.

Re-enactors help tell the story of Waukegan through the stories of those buried in Oakwood Cemetery.

**WHAT WE NEED**

Transportation	\$400
Costume rental for Actors	\$500
Chairs, Tents and Amenities for Guests	\$500
Advertising and posters	\$600



**Movies in the Park**

Free family movies under the summertime stars in beautiful Bowen Park. An evening of classic to recently released movies on a Friday night.

Movie selections in the past include: The Blind Side, UP, Where the Wild Things Are, How to Train Your Dragon, Secretariat,

Sponsor the screen for one night	\$1300
Sponsor a movie	\$375
Sponsor the season	\$5025



**For Earth's Sake**

*For Earth's Sake* brings earth-friendly and environmental education activities to the community free of charge. Volunteers from a number of groups provide activities that encourage families to spend time reconnecting to nature.

Sponsor a mailing or an ad	\$50
4 pair binoculars	\$475
Sponsor 3 months	\$300



**B-2 Bowen Blues**

One night a month between June and August, the Cultural Arts Division plays host to local blues bands in the Morrison Shelter. These concerts are free to the public. We even provide bug spray!

Newspaper ad	\$50
Band	\$200
Sponsor the summer	\$725



**Poetry in the Park**

This program needs a portable podium, a microphone and some battery operated speakers.

Poets, spoken word artists, rappers, and comedians provide the free entertainment.

Portable speaker, microphone with lighted podium system	\$2000
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**Bowen Park Theatre Company**  
**Waukegan Symphony Orchestra & Concert**  
**Chorus**

*Playbill Advertising Rates & Specifications*

Founded in the 1987 season, Bowen Park Theatre Company has performed nearly 70 plays in its over 25 years of providing professional theatre through the subscription series. The Waukegan Symphony Orchestra (WSO) was founded in 1974 and has performed throughout Lake County and abroad. The Waukegan Concert Chorus (WCC) was formed in 1976 and has performed throughout Lake County, at Carnegie Hall and Lincoln Center in New York, and with other area orchestras, including the Chicago Symphony Orchestra at Ravinia.

The Waukegan Symphony Orchestra has seen a resurgence in our community. In the past decade, the size of the orchestra more than doubled and the size of the audience has grown with those numbers maintaining for more than a decade. The Waukegan Symphony Orchestra has added a Youth Concert that is free to children and a low price ticket of \$5 to parents. WSO mixes professional with dedicated community players in a spectacular and delightful array of sounds in three season concerts. The WCC will present two solo concerts and a joint concert with the WSO. These fine performance groups bring inspiration to our youth and beauty into the lives of our citizens. The annual event that brings the Waukegan Symphony Orchestra and Concert Chorus together is the Joseph A. Favero Memorial "Do It Yourself" Messiah. This event brings together members from local colleges, high schools and churches as well as members of the community and surrounding communities to sing and play in this annual event.

Bowen Park Theatre is located at the Dr. Lynn Schornick Theatre in Goodfellow Hall in Bowen Park. Bowen Park Theatre (BPTC) brings a sprinkling of modern theatre as well as the classics, specializing in popular plays from each of the last four centuries with particular attention to plays, which have been honored with a Pulitzer Prize, New York Drama Critic Award, and other outstanding awards. The 2013-14 season will be presenting *A Man for All Seasons* and *Kitchen Therapy*. In spring of 2012, "Acts to Follow" was added to the line up of the BPTC professional theatre productions with three one-act productions planned each season.

**Printing Process**

Cover: four-color process on white gloss.  
Interior Pages: one-color (black) sheet-fed on stock paper. Ten season inserts (6 to 18 pages) without ads: one color (black) on stock paper. Saddle-stitched stapled binding.

**Color Ad Specs (Covers only)**

Color ads must be supplied on as a PDF or on a CD. This includes the back cover and the inside covers only.

**Black & White Ad Pages**

Black and white ads should be sent as a pdf but will be accepted as a hard copy in black on white, properly sized and ready for publication. All artwork and text must be supplied by advertiser. A business card can be reworked for either a 1/4 or 1/8 page advertisement.

**Ad Positions**

Add a 15% premium to the ad rate for guaranteed placement, which is available for selected positions within the first three to six pages. These pages contain, along with ads, the title page and contents page, and the introductory greeting. The list of Waukegan Park District Commissioners, Friends of Jack Benny Center for the Arts and Concert Call members, as well as, players/cast members is located toward the back of the program/playbill. Reserved placements are available for full-page ads only. Requests for placement beyond the first six pages will be accepted, but they cannot be guaranteed.

**Deadline and Submission of Artwork**

Add two weeks lead-time to deadline if staff must re-size artwork (August 1). Space reservations are due no later than August 15 and advertising materials are due on or before September 1 and must be delivered to the Jack Benny Center for the Arts, 39 Jack Benny Drive, Waukegan, Illinois 60087 or emailed to [cfreeman@waukeganparks.org](mailto:cfreeman@waukeganparks.org)

For placement reservations, contact Superintendent of Cultural Arts, Claudia Freeman at (847) 360-4740. Please be advised that hard copy artwork may not be available for return to advertisers until early October and will be returned only if requested on the form.



**2013-2014 Playbill Advertising**

Advertisement confirmation deadline - August 15  
 Printers deadline September 1

Please check the size of the advertisement space (below) you wish to purchase and sign below. If you have advertised in our program books before and wish to run the same ad again, as is, or with any corrections, please check the appropriate line.

\_\_\_ as is      \_\_\_ corrections      \_\_\_ return

- \_\_\_ Back cover ..... \$550
- \_\_\_ Inside Front Cover ..... \$475
- \_\_\_ Inside Back Cover ..... \$475
- \_\_\_ Full page ..... \$400
- \_\_\_ 1/2 page vertical ..... \$300
- \_\_\_ 1/2 page horizontal ..... \$300
- \_\_\_ 1/4 page vertical ..... \$200
- \_\_\_ 1/4 page horizontal ..... \$200
- \_\_\_ 1/8 page ..... \$150

**Page Size**

Dimensions (w x h)      Color      B&W

**Back cover (\*color)**

4-3/4" x 7-1/2"      550\*

**Inside front or back cover (\*color)**

4-3/4" x 7-1/2"      475\*

**Full page**      4-3/4" x 7-1/2"      400

**1/2 page**

vertical      2-1/4" x 7-3/4"      300

horizontal      4-3/4" x 3-3/4"      300

**1/4 page**

vertical      2-1/4" x 3-3/4"      200

horizontal      4-3/4" x 1-3/4"      200

**1/8 page**      2-1/4" x 1-3/4"      150

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone(\_\_\_\_\_) \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to:

**Waukegan Park District**

Mail to:  
 Jack Benny Center for the Arts  
 Bowen Park  
 39 Jack Benny Drive  
 Waukegan, IL 60087  
 Email to: [cfreeman@waukeganparks.org](mailto:cfreeman@waukeganparks.org)

**Sponsors of Cultural Arts Programming**

Sponsors of theatre, dance, music, and arts events and programs are recognized in the quarterly brochure that reaches over 35,000 homes as well as being named on the donor and contributor pages of the Waukegan Symphony Orchestra and Concert Chorus programs and the Bowen Park Theatre Company's playbill. The names of sponsors who are partners are also present on the Waukegan Park District's website.

- Comcast
- State Farm Insurance-Joel Fiorelli, agent
- Rink Side Sports and Family Entertainment Center
- Harrington College of Design
- Vista Health
- Elks Lodge 702
- Uline
- Acoustic Piano Consultants
- Art Etc
- yellowbook 360
- Illinois Arts Council-A State Agency

## Give the gift of the arts

Benefits of an arts education  
and the difference it makes  
in the lives of our children

### SCHOLARSHIP

Sponsor a student for private  
music lessons

...for a session \$176

...for a year \$880

### WSOCC and BPTC

Sponsor a concert

Waukegan Symphony  
Orchestra \$5508

Waukegan Concert  
Chorus \$3874

Young People's Concert

Sponsor a family \$10

Sponsor the principals \$800

Sponsor the featured music  
\$400-\$600

Advertise in the playbills  
and programs  
please see pages 6-7

Sponsor the theatre for one  
production \$12,500

Bring back the BP Opera Co.  
with a Sponsorship \$11,000



## Waukegan Park District – Cultural Arts Division

39 Jack Benny Drive Waukegan, IL 60087

[Recipient]

[Address Line 1]

[Address Line 2]

[Address Line 3]