WAUKEGAN PARK DISTRICT

Centennial Events

Waukegan Celebrates National River Cleanup Day

Waukegan Ravines
Saturday, May 13, 2017
10am-3pm

Volunteers from businesses and organizations will be recruited to help cleanup Waukegan's ravines; many are privately owned and need restoration.

Estimated Attendance: 500
Deadline: January 30, 2017

American Independence Parade

Bowen Park
Sunday, July 2, 2017
1pm-2:30pm

Parade follows Sheridan Road between Franklin Street and Bowen Park. Traditional American Independence Parade with Centennial theme CELEBRATES Waukegan Park District's role over the past 100 years.

Estimated Attendance: 6,000
Deadline: May 30, 2017

Community Centennial Celebration

Bowen Park
Sunday, July 2, 2017
11:30am-6pm

At the Heritage Festival after the American Independence Parade, families will enjoy fun, food, entertainment, games, music, movies, history, contests, ceremony including time capsule burial and and old fashioned baseball game.

Estimated Attendance: 5,000
Deadline: April 30, 2017

PARTNERSHIP OPPORTUNITIES Levels and Benefits per Event	National River Cleanup Day		American Independence Parade			Community Centennial Celebration		
	Silver $500 Max 5	Bronze $100 Max 5	Diamond $2,000 Max 4	Gold $1,000 Max 4	Silver $500 Max 5	Diamond $2,000 Max 4	Gold $1,000 Max 4	Silver $500 Max 5
LOGO PLACEMENT								
Flyers and Posters including Program Guide	■		■			■		
NAME PLACEMENT								
Press Release	■		■			■		
Social Media Postings	■		■			■		
Event Announcements	■		■	■		■		
Partner Program Page in Quarterly Program Guide	■		■	■		■	■	
E-Newsletter Announcement	■		■	■		■		
DAY OF THE EVENT								
Name on signage	■	■	■			■	■	■
Provide promotional items for goody bags	■	■	■	■	■	■	■	■
Event volunteering	■	■	■	■	■	■	■	■
Table at event	■	■				■	■	■
Run a game at event						■	■	■
Banner displayed (Provided by sponsor)						■		

For more information on sponsorship opportunities, contact Jennifer Dumas, Sponsorship Coordinator, at 847-360-4705 or jdumas@waukeganparks.org
Waukegan Park District • 2000 Belvidere Street • Waukegan, Illinois 60085 • 847-360-4700 • www.waukeganparks.org

Centennial Partnership Program

WAUKEGAN PARK DISTRICT
CENTENNIAL 1916 2016

WAUKEGAN PARK DISTRICT

Centennial Partner Program

A partnership with the Waukegan Park District provides an affordable, effective way to attain greater visibility, generate brand awareness and impact the community.

Our Mission
The Waukegan Park District is committed to providing parks, facilities and leisure opportunities to our culturally diverse population through leadership with community involvement, dedicated staff and sound management.

Our Reach
Be a part of the lives and activities of residents of the Waukegan Park District by partnering with us. Your partnership reaches 90,000 people including residents of Waukegan as well as portions of Beach Park, Gurnee and Wadsworth.

What We Offer
We offer sponsorships of events, activities, facilities and landscape items along with advertising in our quarterly program guides.

Giving Back
We believe so strongly about giving back to the community, that in 2015, we gave $14,882 in scholarships to those facing financial challenges. This scholarship program is funded by our partner program.

OUR PARKS & FACILITIES

48	Parks
12	Picnic Areas
7	Picnic Shelters
1	18 Hole Championship Golf Course, Par 72
1	9 Hole Golf Course, Par 27
1	Field House Sports, Fitness & Aquatics Center
1	SportsPark
1	Indoor Pool
1	Outdoor Pool
15	Outdoor Walking Trails
1	18 Hole Disc Golf Course
15	Tennis Courts
13	Outdoor Basketball Courts
7	Indoor Basketball Courts
2	Baseball Diamonds
17	Softball Diamonds
15	Tennis Courts
3	Water Spray and Splash Pads
1	BMX Track
1	Skate Park
1	Bird Sanctuary
1	Dog Park and Agility Course
2	Gymnasiums
3	Outdoor Volleyball Courts
6	Indoor Volleyball Courts
1	Indoor Walking Track
1	Theatre (100 Seats)
3	Recreation Centers
1	Historical Museum and Library
1	Fitness Center
15	Soccer Fields
2	Outdoors Physical Fitness Courses
2	Registered Historic Sites
3	Fishing Areas
6	Pickleball Courts
	(5 Additional Tennis Courts Striped for Pickleball)

PARTNER OPPORTUNITIES

Program Guide and Event Program Advertising
Event and Activity Sponsorship
In Kind Donations

COMMUNITY VISIBILITY

25,000	Website Page Views Monthly
37,000	Program Guides Printed Quarterly
7,200	Active E-Mails with Weekly Newsletter
13,682	Special Event Participants Annually
6,800	Followers on Social Media
1,450	Performance Attendees Annually
93,272	Marquee Signage Views (5 Signs) Daily

Centennial Tent

All Special Events

The Centennial Tent serves as the information tent at all Waukegan Park District Special Events beginning with the 2015 Halloweenfest and continuing through the November 2017 Turkey Trot. The tent is wrapped with three double sided walls with sponsor's logo on each of the six sides. North Shore Gas is the Diamond Sponsor for the Centennial Tent.

Deadline: October 15, 2015 – SOLD

Centennial Tent

PARTNERSHIP OPPORTUNITIES Levels and Benefits per Event	Diamond $2,000 Max 1
LOGO PLACEMENT	
Each tent wall side	S
NAME PLACEMENT	
Recognition at Community Centennial Celebration as Diamond Sponsor	O
Community Centennial Celebration program	L
Signage at Community Centennial Celebration	D
Table at Community Centennial Celebration	
Partner Program Page in Quarterly Brochure	

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WAUKEGAN PARK DISTRICT

Centennial Events

Help Plant 100 Centennial Trees in 2017

September 2016-October 2017

Honor your loved one or organization and provide lasting enjoyment for generations of park patrons with the donation of a Centennial Tree. Waukegan Park District will plant a 6-8 foot tree with a 2-2½ inch trunk in a park and include a permanent bronze Centennial plaque with citation mounted in concrete.

Deadline: October 31, 2017

Centennial Video

September 2016-December 2017
All Special Events

The Centennial Video describes the history of the Waukegan Park District. It will be shown at events and on YouTube. Estimated impressions are 10,000.

Estimated Impressions: 10,000
Deadline: November 15, 2016

Birthday Open House & Fireworks

Belvidere Park
December 26, 2016
4:30-6pm

Open House with Commissioners, hot chocolate and bonfire at 4:30pm, and watch fireworks at 5:30pm. Diamond Sponsors are the Waukegan Park District Board of Commissioners and the Waukegan Parks Foundation Board

Estimated Attendance: 1,000
Deadline: September 2, 2016

Centennial Trees

PARTNERSHIP OPPORTUNITIES Levels and Benefits per Event	Silver $500 Per Tree
NAME PLACEMENT	
Bronze Plaque Mounted in Concrete	■
Community Centennial Celebration Program	■
Signage at Community Celebration Program	■
Listing in Quarterly Program Guide	■

Centennial Video

PARTNERSHIP OPPORTUNITIES Levels and Benefits per Event	Diamond $2,000 Max 2	Gold $1,000 Max 5
LOGO PLACEMENT		
Beginning and End of Video	■	
NAME PLACEMENT		
Recognition at Community Centennial Celebration	■	
Community Centennial Celebration Program	■	■
Signage at Community Centennial Celebration	■	■
Table at Community Centennial Celebration	■	■
Partner Program Page in Quarterly Brochure	■	■

Open House & Fireworks

PARTNERSHIP OPPORTUNITIES Levels and Benefits per Event	Diamond $2,000 Max 2	Silver $500 Max 4
LOGO PLACEMENT		
Flyers and Posters including Program Guide	S	
Marquee	■	
NAME PLACEMENT		
Press Release	■	
Social Media Postings	O	
Event Announcements	■	
Partner Program Page in Quarterly Program Guide	■	
E-Newsletter Announcement	L	
DAY OF THE EVENT		
Name on signage	■	■
Name in Community Centennial program	■	■
Provide promotional items for goody bags	D	■
Event volunteering	■	■

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