

Waukegan Park District

Sponsorship Opportunities

FY 2021 - 2022

OVERVIEW

Waukegan Park District. It is through partnerships and collaboration with other organizations that the Waukegan Park District builds capacity, awareness, and advocacy. We support diversity of services to meet the needs of our community. Partnerships strengthen and expand program and service quality and enable the Park District to reach larger audiences. Monetary and In-kind contributions given directly to the District receive significant recognition, often through print and electronic media.



Waukegan Parks Foundation. Supports the Waukegan Park District. The Foundation is a 501c3 charitable organization and works with individuals and other organizations to receive specific contributions for special purposes or general donations. Many of these qualify as charitable giving for tax purposes. The Foundation's mission is: Through a diverse group of highly dedicated volunteers, build on the strength and positive perception of the Waukegan Park District by supporting targeted educational, environmental, and health-based programs that stimulate philanthropy in the Waukegan community and further enhance the Waukegan Park District.



WPD PROGRAMS, EVENTS AND INITIATIVES OFFERED BASED ON TRENDS AND NEEDS

Awareness of changing social, economic and climate conditions help us determine the direction of recreational and health and wellness programming. National and local trends are ever changing. This section demonstrates our current and new program/event offerings based on trends and needs which you can support.



The Waukegan Park District reviews its goals and initiatives on a regular basis to ensure that specific projects or programs are developed to increase community relations and efficiency in programs, services, and operations, improve staff performance, reduce expenses, and generate additional revenue. This section outlines a variety of offerings available for sponsorships of events.



All contributions are welcome. Partial or full funding opportunities are available. We would love to talk with you to create a great partnership that reaches your goals, benefits both organizations, and most of all, helps make our community a great place to live and work!

WAUKEGAN PARK DISTRICT

FUNDING OPPORTUNITIES FOR EVENTS, PROJECTS, AND PROGRAMS

SPECIAL EVENTS

- **Polar Bear Plunge:** Proceeds from this event help provide scholarships for participants in Special Recreation Services of Northern Lake County-Waukegan programs and activities. This allows them to be involved in recreation programs, camps, out of school activities, as well as various team and individual sports that compete locally, regionally and on the state level for Special Olympics.
- **Father Daughter Date Night:** Make this a night to remember as Fathers and Daughters dress their best and enjoy a fun night out together. Music, food, prizes, dancing, and lasting memories are sure to be made on this special evening celebrating Valentine's Day.
- **S.T.E.A.M. Discovery Day:** Come tinker around with us as we offer hands-on engaging activities for youth to discover an interest in Science, Technology, Engineering, Art, and Math in a fun way.
- **Eggstravaganza Trail:** This is not your traditional egg hunt! Families can enjoy an afternoon together as they walk along a festive trail meeting Mama, Papa, Brother, and Sister Bunny collecting candy and toys filled eggs, ending with a special Easter Bunny Meet and Greet where kids can get a picture taking opportunity. This is the only event of its kind in Waukegan.
- **Recreation Rally:** The Recreation Rally is a free event for individuals from the Waukegan School District #60 special needs classrooms, and residents from the community. Several private group homes also attend. This event is held annually at the Field House Sports and Fitness Center and provides exposure to the arts including visual, dance, music, expressive, crafts, and movement. The Waukegan Park District and donors provide funding.
- **Dandelion Wine Fine Arts Festival:** The Ray Bradbury's "Dandelion Wine" Arts and Music Festival is a free, annual, family event that celebrates the start of summer. The Festival is dedicated to showcasing local and regional artists and venues, championing the arts, remaining free to the public, and offering low participation fees to artists.
- **Fishing Derby:** The Fishing Derby takes place annually in June on the Saturday during the Illinois DNR Free Fishing Weekend. The pond is stocked with more than seven hundred pounds of catfish during the week preceding the event. Fishing takes place from 8:00 am -10:30 am, with participants trying to catch the longest fish in their respective age categories.
- **American Independence Parade:** Nearly one hundred parade entries including special units such as bands and drill teams participate. A theme is given to the parade each year which the various entries incorporate in the decorations. Parade entries include local and out of town organizations and groups that march in the 1.2 mile route.
- **Touch a Truck:** This great event is sure to be a crowd pleaser. Children and adults can explore more than of 20 different types of large vehicles from various businesses. Vehicles from police departments, fire departments, towing companies, landscaping businesses and more. This event is fun for all ages. This event is a partnership event with the City of Waukegan's Police Department as part of National Night Out.
- **George Bridges 5K Run/Walk:** The George Bridges 5k Run/Walk is our fitness and wellness charity event to bridge the gap between mental and physical fitness. The event begins at 9:00am in Hinkston Park. This event has a fee with all proceeds going to Special Recreation. Sponsorships are needed to help offset the cost of event expenses so overall larger proceeds can be given to the Special Recreation.
- **Oakwood Cemetery Walk:** Help our community step back in time and learn about historical Waukegan residents. Costumed actors profile the lives and times of the featured residents. Transportation to and from Bowen Park is provided with ticket purchase. This is a great family and individual experience.
- **Day of the Dead:** With your support, this event is able to connect community and showcase through art, music, and altar exhibits the remembrance and celebration of loved ones.
- **Halloween Trick or Treat Trail (HT3):** HT3 has highly decorated scenes and professional character interactions as families take an adventure through an interactive trick or treat style trail. Activities are free

to the public and all children will receive treats. Walk around entertainment and craft tables will also be available, making this event a great family tradition.

- **Turkey Trot:** This event invites children and adults to run, trot, or gobble their way to winning a turkey. The Trot consists of six different races which vary in length from 5 yards to one mile, depending on age and gender. Registration begins at 9:30 am, with the first race beginning at 10 am. Prior to races beginning, a warm-up session is led by Tony the Turkey. Food donations are forwarded to a local food bank. Only Waukegan residents may race to win a turkey. All participants may take part in the turkey drawing at the end of the event.
- **Christmas Express:** This very special mini-event celebrates the Christmas season by creating lasting memories for families. Families venture off in a Polar Express themed train ride. A special gift is presented to each child and Santa, Mrs. Claus and elves entertain all as we head to the North Pole. (aka Kenosha) and back.

SPECIALTY AND GENERAL PROGRAM FUNDING

- **Second Grade Field Trip Program:** All second-grade students in Waukegan public and private schools have an opportunity to participate in a field trip to the Field House Sports, Fitness and Aquatics Center to get children comfortable in the water, learn about water safety and introduce swimming. Through March of 2020, more than 3000 students participated. The program will resume Fall 2021.
- **B.A.S.E. (Before and After School Experience):** Offered on weekdays from Monday, August 16, 2021, until Tuesday, May 24, 2022, at the Jane Addams Center, located at 95 Jack Benny Drive in Bowen Park. Open to students from kindergarten to fifth grade, the unique day care program will engage students in safe and enriching activities, including arts, crafts, sports, and more.
- **Go Waukegan/Go Lake County:** In collaboration with the Lake County Health Department, the Waukegan Park District launched GO WAUKEGAN, a community initiative designed to improve the health and wellness of local residents by enhancing and increasing the shared experience of walking through activities, education, and collaboration.
- **Greenhouse & Garden:** An outdoor educational setting for campers and families. This space is used to connect children and families with nature and provide awareness and education into gardening and growing food.
- **Nature's Classroom:** Free and low-cost family/youth programming is offered to learn about science and nature inside the new classroom while utilizing outdoor resources. This new classroom is in Bevier Park.
- **Arts Park:** A van filled with art projects and supplies visit Waukegan Parks with arts staff to entice neighborhood children to spend some time outside in the park and enjoy an art activity.
- **Movies in the Park:** Movies in the Park brings big-screen entertainment to parks across Waukegan. Join us in the parks for anything from classics and retro childhood favorites to the best family-friendly box office favorites from recent years. All movies begin at dusk.
- **Waukegan Symphony Orchestra and Concert Chorus:** These separate organizations hold several concerts over the year. Audiences are delighted by classical favorites, Broadway and movie scores and other orchestral and choral music.
- **Do It Yourself Messiah:** A holiday tradition, the Waukegan Symphony Orchestra and Concert Chorus perform portions of Handel's Messiah with community members and professional soloists. Singing of carols concludes the event.
- **Young People's Concert:** The Waukegan Symphony Orchestra plays classical children's music in an informal setting at the Waukegan Public Library. Young guest artists are soloists. Children are encouraged to meet with musicians and explore instruments.
- **Sports Programming:** Teamwork and sportsmanship are emphasized in team sports. In all clinics and skills programs, participants learn the rules of the game, practice basic skills and play games to gain experience. Sponsor uniforms, a team, or help purchase equipment.

- **Special Recreation Services:** Funding support helps makes these programs free and low cost. Special Recreation Services of Northern Lake County (SRSNLC) is an intergovernmental cooperative entity that provides community therapeutic recreation to person with disabilities in the member districts of: Round Lake Area Park District, Lindenhurst Park District, Zion Park District and Waukegan Park District. As a member of SRSNLC, Waukegan Park District conducts a variety of year-round recreation programs for individuals with disabilities, ages four and older, and assists the Waukegan Park District with inclusion needs. Program options include social outings, dances, indoor and outdoor fitness programs, art and craft programs, bowling leagues, summer, spring, and winter day camps, youth and teen specific programs, virtual programs, and sports teams that compete in the Special Olympics of Illinois.

SCHOLARSHIP PROGRAMS

- **Recreation Scholarship Fund:** While there are several fundraising events, providing scholarship funds for a particular program is generous and beneficial. General monetary contributions ensure the District has the ability to reduce the cost of programs or provide scholarships to families in need of financial support.
- **Jack Benny Center for the Arts:** The Jack Benny Center (JBC) for the Arts in Bowen Park is the home of the Waukegan Park District Cultural Arts programming which includes private music lessons, and classes in art, dance, and crafts. Your support help makes programs affordable.

CAPITAL IMPROVEMENT FUNDING

Create a legacy by contributing to larger capital projects. Here are some currently underway:

- **Victory Park Renovations (Healing Garden):** See information within the attached packet.
- **Carnegie Library Restoration and Programs:** The project to restore and adaptively re-use the Waukegan Carnegie Library is \$10 million. As of April 2021, the project is almost 70% funded from private sources. You can still contribute to make this wonderful museum return to its full beauty.
- **Environmental Restoration Projects:** Projects arise annually to beautify and preserve our parks, whether its pollinator projects, watershed restoration, or advocacy projects, there is always an opportunity to get involved.

MEMORIAL GIVING PROGRAMS - Information Included in Packet

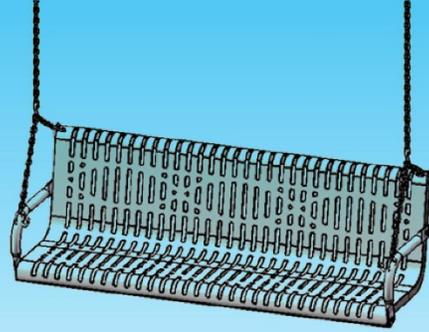
- **Veterans Memorial Plaza Paver Program:** A great way to honor a Veteran at Veteran’s Memorial Plaza.
- **Tree Donation:** A living reminder for years to come.
- **Memorial Bench:** Remember a loved one with a resting area that will be placed in a park.

Victory Park Healing Garden

Are you looking for a special way to memorialize a loved one, commemorate a special event, recognize an individual, or help enhance the park? Victory Park Renovation project has several opportunities to do that by sponsoring different amenities being added to the park. By sponsoring amenities in the park it not only celebrates a loved one but also helps to enhance the park and user experiences. One main component to the renovations will be a Healing Garden for individuals to come visit, reflect, relax and enjoy nature.



Memorial Tree \$500 with plaque



Pergola Swing \$1,500 with plaque



6' Curved Benches \$2,000 with plaque



One-Bay Arbor \$10,000 with plaque
Note: Two-bay pergola shown for illustration purposes.



6' Rain Circle Fountain \$20,000 with plaque



Five-Bay Pergola with Three Swings
\$50,000 with plaque
Note: Two-bay pergola shown for illustration purposes.



For more information contact:
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tgirmscheid@waukeganparks.org

SPONSORSHIP RECOGNITION LEVEL GUIDELINES

Our annual special events offer a wide variety of sponsor involvement. Your company or organization may partner with the Waukegan Park District on a variety of levels. These levels include being a “Presenting/Title” Sponsor, Event Partner, Lead Sponsor, or Sponsor. Sponsor benefits include significant advertising exposure through pre-event marketing campaigns, as well as prominent event day visibility and involvement. Customized, multi-year sponsor packages can also be developed for you. Please call Jennifer Dumas at the Waukegan Park District at 847-360-4705 to learn more about the special event, program, project, or scholarship fund you are interested in sponsoring.

Event Partnerships Levels – This will vary by event and contribution

Recognition for multi-year or \$3,000 plus contributions are developed with the individual sponsor and may include additional print, electronic media, enhanced recognition, etc.

\$1,000 Contribution:

- Pre/Post program or event: Sponsor Thank You on WPD Facebook page with website link. (Viewer Engagement 24,000)
- If on-site - Opportunity to address the audience or provide a one-minute commercial to read via portable announcement system.
- Special mention as a program, contest, or event sponsor in Park District press releases.
- Logo in brochure on program, contest, or event ad (subject to publishing schedule) Distribution to 36,000 Households.
- A tented vendor booth with table and chairs to distribute company promotional materials
- \$500 and \$100 Level Recognition

\$500 Contribution:

- Recognition as a sponsor on program, contest, or event sponsor flyers
- Proud Sponsor signage 24x36 at the sponsored program or event
- Company recognized as a sponsor at an on-site program, contest, or event via portable announcement system.
- A vendor booth with table and chairs to distribute company promotional materials
- Special recognition of guests from business at the program, contest, or event if on-site
- \$100 Level Recognition

\$100 Contribution

- Sponsor logo presented on shared “thank you for your support” signage at the program or event or mentioned during virtual program or event.
- On-site - Optional Vendor Table for additional cost – varies by event.
- Invitation to the Volunteer and Patron Dinner (February)

IN-KIND DONATION

In-Kind donations are welcomed when appropriate for a program or event. Not all In-Kind donations can be accepted. If you have an in-kind donation, please call to discuss the donation prior to dropping it off. Please confirm the value of the donation for recognition purposes.

SEASONAL BROCHURE ADVERTISING



Brochure Advertising Layout

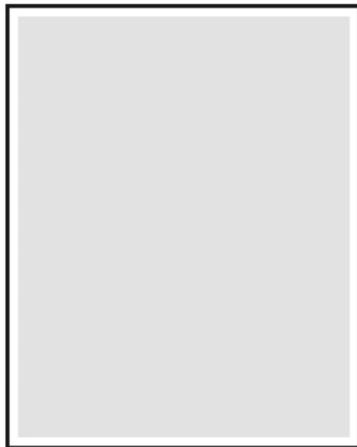
Inside ¼ page \$300

Inside ½ page \$500

Inside Full Page \$1,000

Placement of ad is determined by the Waukegan Park District

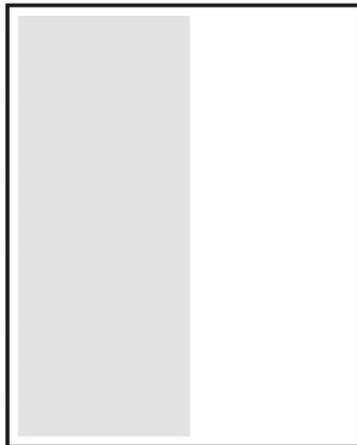
Seasonal Brochure Distribution – 36,000



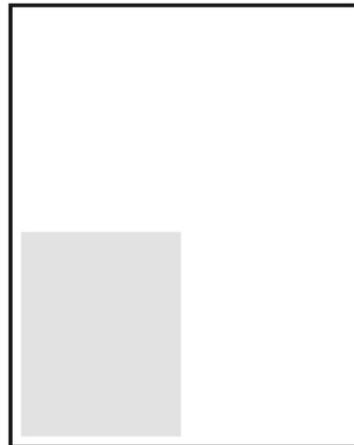
Full Page
7.375"w X 9.25"h



Half Page Horizontal
7.375"w X 4.5"h



Half Page Vertical
3.5625"w X 9.25"h



Quarter Page
3.5625"w X 4.5"h

Acceptable File Types: JPEG, TIFF, EPS, PDF
CMYK Files (Not RGB)

Create Your Own Package

See Giving Levels and Giving Descriptions

To learn more about a certain program or event, please call Jen Dumas at (847) 360-4705.

Name: _____ Business: _____

Address: _____ Phone Number: _____

Email Address: _____ Best time to contact you? _____ am/pm

SPECIAL EVENTS
\$ _____ Polar Bear Plunge
\$ _____ Father Daughter Date Night
\$ _____ S.T.E.A.M. Discovery Day
\$ _____ Eggstravaganza Trail
\$ _____ Recreation Rally
\$ _____ Dandelion Wine Fine arts Festival
\$ _____ Fishing Derby
\$ _____ American Independence Parade
\$ _____ Touch a Truck
\$ _____ George Bridges 5K Walk/Run
\$ _____ Oakwood Cemetery Walk
\$ _____ Day of the Dead
\$ _____ Halloween Trick or Treat Trail
\$ _____ Turkey Trot
\$ _____ Christmas Express
\$ _____ General Contribution

SPECIALTY & GENERAL PROGRAMS
\$ _____ Second Grade Field Trip Program
\$ _____ B.A.S.E. – Before and After School Program
\$ _____ Go Waukegan/Go Lake County
\$ _____ Greenhouse & Garden Programs
\$ _____ Nature’s Classroom at Bevier Park
\$ _____ Arts Park
\$ _____ Movies in the Park
\$ _____ Waukegan Symphony Orchestra & Concert Chorus
\$ _____ Do It Yourself Messiah
\$ _____ Young People’s Concert
\$ _____ Field House Sports Programs
\$ _____ Special Recreation Services

CAPITAL IMPROVEMENT PROJECTS
\$ _____ Victory Park Renovations (Healing Garden)
\$ _____ Carnegie Library Restoration and Programs
\$ _____ Environmental Restoration Projects

SCHOLARSHIP FUNDS AND MEMORIAL GIVING
\$ _____ Recreation Scholarship Fund
\$ _____ Jack Benny Center for the Arts
\$ _____ Veterans Memorial Plaza Paver Program
\$ _____ Tree and Bench Donation Program

2021/2022 SEASONAL BROCHURE ADVERTISING – per season			
_____ \$300 Quarter Page Ad	_____ Summer	_____ Fall	_____ Winter/Spring
_____ \$500 Half Page Ad	_____ Summer	_____ Fall	_____ Winter/Spring
_____ \$1,000 Full Page Ad	_____ Summer	_____ Fall	_____ Winter/Spring

“Giving is not just about making a donation. It is about making a difference”

Kathy Calvin

The Waukegan Park District looks forward to partnering with you.