

# Waukegan Park District

## Sponsorship Opportunities 2023

### OVERVIEW

**Waukegan Park District.** It is through partnerships and collaborations with organizations, that the Waukegan Park District builds capacity, awareness, and advocacy. They support diversity of services that 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: It 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 in 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 initiatives, and most of all makes our community a great place to work and live in!**

# WAUKEGAN PARK DISTRICT

## FUNDING OPPORTUNITIES FOR EVENTS, PROJECTS, AND PROGRAMS

### SPECIAL EVENTS

- **Polar Bear Plunge:** Proceeds from this event help to 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 Father's and Daughter's 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 and gain 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, offering low participation fees to artists.
- **Fishing Derby: (Not offered in 2023)** 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 long route.
- **Touch a Truck:** The great event is sure to be a crowd pleaser. Children and adults can explore upwards 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 partnership event with the City of Waukegan's Police Department as part of Police 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 alter 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. As 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.

## SPECIALITY 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 2022 until, May 2023, at the Belvidere Recreation Center, 412 S. Lewis Ave in Waukegan. 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 as a means 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 the 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 of 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's 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 program affordable.

## CAPITAL IMPROVEMENT FUNDING

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

- **Bevier Park Renovations:** Information to come soon.
- **Carnegie Library Restoration and Programs:** You can still contribute to make this wonderful museum return to its full beauty. Please inquire if interested.
- **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: 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 with a resting area that will be placed in a park.





## 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 mentioned 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 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.

# 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

SPECIALITY & 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

CAPTIAL IMPROVEMENT PROJECTS
\$ _____ Bevier Park Renovations (Info to come soon)
\$ _____ Carnegie Library Restoration and Program
\$ _____ 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

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

Kathy Calvin  
 We look forward to partnering with you.  
 WPD