



Yorkville Parks & Recreation Department

201 W. Hydraulic St. Yorkville, IL 60560 630.553.4357 630.553.4360 fax e-mail: recreation@yorkville.il.us

Dear ,

The United City of Yorkville Park and Recreation Department would like to invite you and your company to become a Corporate Partner.

In teaming up with the United City of Yorkville Park and Recreation Department we will work with your company to develop a multi-faceted marketing package to include advertising and direct mail opportunities within publications, at events, and within city-owned facilities.

As a partner with the United City of Yorkville Park and Recreation Department you are demonstrating positive corporate citizenship and greater visibility within the community. Your company/business will gain valuable exposure by advertising with the United City of Yorkville, while extending your visibility and achieving your marketing goals.

Corporate Partner Program:

- **Sponsorship within the Park and Recreation Program Catalog**

The Program Catalog is direct mailed to every resident's household four times per year and used throughout the quarter for community awareness presentations, general information packets and new resident packets.

- **Sponsorship for a City wide Special Event**

Become a sponsor for one of the city-wide special events including Music Under the Stars, Halloween Egg Hunt, Youth Sports Leagues, Battle of the Bands for Teens, Adventure Challenge, and Hometown Days Festival.

Benefits you will receive:

- The Park and Recreation Program Catalog is a quarterly distribution to 7000 households (28,000 annually)
- More than 80% of the residents of the United City of Yorkville receive the Park and Recreation Program Catalog through direct mail.
- The surrounding Yorkville area also receives the Park and Recreation Program Catalog.
- Visibility in multiple locations such as the parks, facilities, the program catalog and events will increase your exposure.
- By becoming a partner you will optimize your advertising expense while helping the community.

Become a Corporate Partner and increase your exposure in the community. Return the sponsorship commitment form or contact 630 553-4342.

Sincerely,


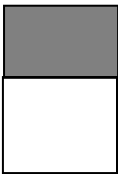
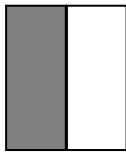
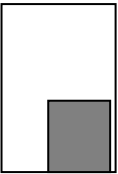
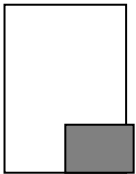
Susan M. Swithin
Superintendent of Recreation
Park and Recreation Department

SPONSORSHIP RATE SUMMARY

PARK AND RECREATION PROGRAM CATALOG

The United City of Yorkville Park and Recreation Department Program Catalogs are direct mailed to approximately 7200 households four times a year. They are also distributed in welcome packets through Hometown Hello, Yorkville Chamber of Commerce, and Yorkville Economic Development.

PARK AND RECREATION PROGRAM CATALOG

Sponsorship information	Ad Size Options		
<p>Four Color Artwork supplied must be camera-ready. If supplied as film, four-color separations must be provided. All film must be accompanied by a matchprint or a color proof.</p>	<p>Full Page 7.5 x 10 Color \$850 B/W \$575</p> 	<p>½ Page Horiz 7.5 X 5 Color \$450 B/W \$300</p> 	<p>½ Page Vert 3.75 X 10 Color \$450 B/W \$300</p> 
	<p>Black and White Supply 100 line screen camera-ready art slick, film negative. Film negatives must be accompanied by a laser proof.</p>	<p>¼ Page Horiz 3.75 x 5 Color \$210 B/W \$145</p> 	<p>1/8 Page Business Card / logo only Color \$150 B/W \$100</p> 
<p>Art on Disk If art is supplied on disk, please indicate the platform, format, version of software and fonts on the disk label.</p>	<p>Commitments of 4 Program Catalogs continuous will receive a 10% fee discount.</p>		
<p><i>Sponsorship Deadlines will be provided for each seasonal Program Catalog.</i></p>			

Sample of program brochure and ad sponsors included

**Fall Season (Sept. – Nov.) Winter Season (Dec. – Feb.) Spring Season (Mar. – May)
Summer Season (June – Aug.)**

Commitment forms must be returned by 6 weeks before season begins for all program brochure sponsors.

Expected date of brochure mailing to all residents is one month before season begins.

PROGRAM SPONSOR

As a sponsor of one of the city-wide annual events, you will receive an ad in the event booklet, a banner at the event, name recognition on the back of t-shirts for leagues, inclusion in PSA's prior to the event throughout the community, announcements and recognition throughout the event day and recognition in the subsequent Park and Recreation Program Catalog.

Halloween Egg Hunt (October) Inight

Youth and family members enjoy hunting for eggs filled with Halloween treats under the dark of night. Flash lights and your egg hunting containers are a must. Enjoy this favorite Halloween Treat.

- Major Event Sponsor – Sole sponsor for evening \$500
- Partner Sponsor (limited to three sponsors per evening) \$200
- Product Sponsor (limited to three sponsors per evening) in-kind donation of product / give-a-ways
- Volunteer Sponsor (limited to two sponsors per evening) in-kind commitment of 6-8 volunteers to assist in coordinate the evenings event

League Sponsorship - Provide sponsorship for one of the City's Youth Sports Leagues.

- **Soccer** (August – October) 400 children participate in the Youth Soccer Leagues
New Soccer Goals for the fields \$1,500
Equipment (ball, shine guards, etc.) \$500
- **Youth Basketball** (October – March) Over 300 children participate in Youth Basketball.
T-shirts Sponsor for the League \$600
Equipment (balls, pennies, time clocks, portable scoreboards, etc). \$500

Friday Night Jam for Teens (Bands) (Different times throughout the year)

This evening is an opportunity for teens to showcase their band, while their friends and family members enjoy the show. The next famous rock and roll group may be in the band jam.

- Major Event Sponsor – Sole sponsor of one evening \$400
- Partner Sponsor (limited to three sponsors per evening) \$150
- Product Sponsor (limited to three sponsors per evening) in-kind donation of product / give-a-ways

Adventure Challenge (Seasonal)

This is an opportunity for individuals, businesses and families to compete in many different challenges throughout the course that is held at a local park in a rural setting. Over 100 people participated the first year and many spectators were cheering on their favorite group.

- Major Event Sponsor – Sole sponsor of the event \$600
- Partner Sponsor (limited to three sponsors) \$300
- Product Sponsor (limited to three sponsors) in-kind donation of product / give-a-ways

Annual Music Under the Stars (June – August) 6 weeks

This event has been a favorite by residents. Local and regional bands are invited to play outside in the surrounds of Town Square. This event draws over 400 residents each week. Sponsorship funds support the expense of the bands and printing of the promotional materials.

- Major Event Sponsor – Sole sponsor of one evening of music \$1000
- Partner Sponsor (limited to four sponsors per evening) \$350
- Product Sponsor (limited to three sponsors per evening) in-kind donation of food for the attendees

- Volunteer Sponsor (limited to two sponsors per evening) in-kind commitment of 6-8 volunteers to assist in coordinate the evenings event.

Outdoor Movies in the Park (June – September)

Annually the Park and Recreation Department hosts “Outdoor Movies” for the families of Yorkville. The movies are held at Beecher Park under the stars. A large screen is set up and families gather around with their chairs, blankets and snacks and enjoy a favorite showing. Concessions available!

- Title Event Sponsor – Four movies – entire summer - \$1000
- Major Event Sponsor – Sole sponsor of one evening of movies \$300
- Partner Sponsor (limited to three sponsors per evening) \$150
- Product Sponsor (limited to three sponsors per evening) in-kind donation of food for the attendees

Hometown Days Festival (Labor Day Weekend)

The Hometown Days Festival is a Labor Day Weekend tradition in Yorkville. For years, the festival has provided the community with an event that offers small-town charm and hometown pride. It brings the community together for one final tribute to summer with food, contests, entertainment, and much more.

- The Headliner – Your business banner on the front of the stage for the performance of your choice, on all advertising, on t-shirts, and other perks - \$3000
- Diamond Sponsor – Your name on a sponsorship sign, with other Diamond sponsors, on the main stage. Your name will also be in all brochures and advertising, on t-shirts, and other perks - \$1500
- Platinum Sponsor – Your name on a sign at the main stage, with other Platinum sponsors, as well as in our advertising and on t-shirts, as well as other perks - \$1000
- Gold Sponsor – Your name with other Gold sponsors at the main stage, and also on the t-shirts - \$750
- Silver Sponsor - Your name displayed at the main stage area - \$500
- Bronze Sponsor – Your name displayed at the main stage area - \$250

Sponsorship Terms and Policies

1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in the United City of Yorkville. Subject to the United City of Yorkville's terms for accepting Sponsorship contracts will be accepted on first-come, first-served basis.
2. Sponsorship opportunities will not be extended to any organization whose mission or goal is in conflict with United City of Yorkville, and Recreation Department's mission of encouraging honesty, integrity and safety. The United City of Yorkville values and promotes accessibility, excellence, optimal experience, unity through diversity, wholesomeness and accountability.
3. The United City of Yorkville reserves the right to refuse any Sponsorship from organizations or companies that offer competing programs and/or facilities.
4. The United City of Yorkville is a municipality created by state authority for the purpose of serving the residents of Yorkville and does not support any one political party or viewpoint. Therefore, we will not accept political Sponsorship of any kind.
5. The United City of Yorkville reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready Sponsorship submitted does not conform to the publication's mechanical requirement will be enlarged, reduced or floated at the discretion of the professional staff. The United City of Yorkville shall not be responsible for damages if an advertisement fails to be published for any reason.
6. The United City of Yorkville reserved the right to determine and/or change the placement of ads without notice.
7. Advertisers and advertising agencies are liable for all contents of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the United City of Yorkville, without limitation against, for any and all claims made thereof against losses sustained by the United City of Yorkville, Recreation Department, Council Members, and employees.
8. The advertisers and its agency, each represent that they are fully authorized and licensed to use: 1. The names, portraits, and /or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the United City of Yorkville publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the United City of Yorkville against all loses, liability, damage and /or expenses arising from the copying, printing or publishing of any such advertisement.
9. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the United City of Yorkville policies will be binding on the United City of Yorkville or its agents.
10. The United City of Yorkville shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the United City of Yorkville.
11. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.
12. The United City of Yorkville will not return any items submitted for Sponsorship.
13. Payments are due on/or before the first date of copy notification timeline. Failure to do so may forfeit the agreement for advertisement/Sponsorship.
14. The United City of Yorkville reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written Sponsorship agreements. All Sponsorship placed without a signed agreement is subject to rates that apply at the time of publication.

Sponsorship Commitment

Park and Recreation Catalog Program Guide _____

Ad Size Color _____ Black and White _____
Full Page _____ ¼ Page Vert/Horiz _____
½ Page Horiz/Vert _____ 1/8 Page Vert/Horiz / Bus Card _____

Single Publication _____ Annual Publication (4) _____

Other _____

PROGRAM SPONSOR

Music Under the Stars (June-Aug) _____ **Halloween Egg Hunt (Oct)** _____

General Program Support _____ **League Sponsorship** _____
_____ **Soccer** _____ **Youth Basketball**
Battle of the Bands for Teens _____ **Adventure Challenge** _____

Hometown Days Festival _____

Sponsorship Terms and Policies

This certifies that I have read, understood and thereby accept the Sponsorship terms and policies as explained.

Signature

Date

Name (printed)

Title

Company Name

Billing Address

City

State _____
Zip

Phone

Fax