

Seasonal Recreation & Parks Guide

The Park District seasonal guide publication is a comprehensive listing of programs, events and facilities that allows your company the opportunity to reach every household in Downers Grove.

Your organization can target a specific market by choosing a particular section of the guide to advertise in, or get the ultimate exposure by choosing the back cover space.

The Winter/Spring guide is distributed in early December, the Summer Camp guide in late January, the Summer guide in late April and the Fall guide in late July.

Pre-design ads are preferred; however the Park District can assist with the design of an ad upon request.

Take advantage of the opportunity for your company's message to be included in a publication that reaches 50,000 residents four times a year and is published on the web seasonally.



For more information on marketing partnerships with the Downers Grove Park District, call (630) 963-1300 or e-mail partners@dgparks.org.

Back Cover – Full Color

Full Cover

One year (4 issues) - \$8,000

One issue - \$2,500

Half Cover (vertical)

One year (4 issues) - \$4,500

One issue - \$1,200

Inside Back Cover - Full Color

Full Cover

One year (4 issues) - \$4,500

One issue - \$1,300

Half Cover (vertical/horizontal)

One year (4 issues) - \$2,750

One issue - \$750

Quarter Cover

One year (4 issues) - \$1,300

One issue - \$400

Inside Guide

(specific section) - Full Color

Half Page (vertical/horizontal)

One year (4 issues) - \$1,600

One issue - \$500

Quarter Page

One year (4 issues) - \$1,000

One issue - \$300

One Sixth Page

One year (4 issues) - \$700

One issue - \$200

Tagline

Per issue - \$150

EXAMPLE: "(INSERT COMPANY NAME) supports the Downers Grove Park District Youth Sports."

Digital Advertising

Take advantage of a digital experience that entertains, informs and SELLS!

Promote your business electronically through a unique digital signage opportunity at the Downers Grove Park District. Your company message will be exposed to approximately 38,000 patrons per month in the Recreation & Fitness Center including various youth and adult athletic program participants, Fitness Center members, special event rentals, track users, kidzone users and other visitors.

Your company's message will be broadcast throughout the Recreation & Fitness Center on two 42" flat-screen televisions, located in the 1st floor atrium and in the lower level hallway. Convey targeted, timely messages with real impact that get real results!

Digital Advertising Rates:

Exposure Rates:	Length of Exposure		
	Two Weeks:	Four Weeks:	Six Weeks:
Every 10 Minutes	\$350	\$600	\$750
Every 15 Minutes	\$235	\$400	\$500
Every 30 Minutes	\$115	\$200	\$335



*Exposure rates are based on an average of daily facility operation of 12 hours.

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..... Backlit Sign Display Advertising

LED Backlit Sign Advertising Opportunities at the Recreation & Fitness Center

Create a powerful message and attract visitors with a 24" x 36" LED Backlit Sign Display at the Downers Grove Park District Recreation & Fitness Center. LED displays are strategically located at the lower-level hallway, the gateway to meeting rooms, fitness classrooms and the gymnasium.

Promote your advertisement by targeting over 38,000 Recreation & Fitness Center visitors, through youth and adult athletic program participants, open gym users, fitness class participants and special event rentals.

Communicate the value of your products and/or services more effectively by using attractive and informative Backlit signage, which will ultimately be converted into success for your business. The LED Backlit Signs are energy efficient, which help position your business as being environmentally conscious and also a supporter of the Downers Grove Park District's green initiatives.

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LED Backlit Sign Advertising Rates:



1 month - \$300

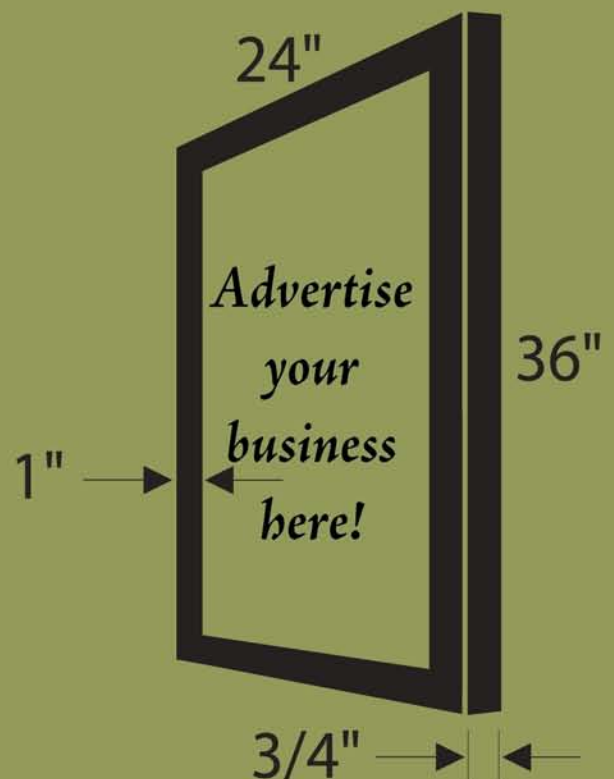
(Company may choose month of exposure)

3 months - \$600

*(Company may choose months of exposure.
Must be consecutive)*

7 months - \$900

(October - April)



Banner Display

Unique advertising opportunities at the Recreation and Fitness Center and Athletic Fields

Make an impression with athletes, participants and their families with your company name and logo on display at the Recreation & Fitness Center or athletic fields.

With exposure to approximately 38,000 people each month at the Recreation & Fitness Center, your banner will reach participants in adult and youth athletic leagues, open gym, gymnastics, badminton and indoor track users.

Athletic fields provide an excellent avenue for your company banner to be exposed to thousands of players plus spectators per field each week from Downers Grove and the surrounding area.

Reach out to specific target markets through a partnership with the Downers Grove Park District and enjoy the benefits of direct, long term exposure of your company's logo and contact information.

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**Downers
Grove
Park District**

your chance to play

Recreation & Fitness Center



1 month - \$150

(May - September)

1 month - \$200

(October - April)

3 months - \$400

(Company may choose months of exposure)

6 months - \$600

(Must be consecutive)

Banners are placed along the railing of the indoor track where all users of the gymnasium and track have visual exposure to your company's message. Company must provide 3' x 6' or 4' x 6' banner.

Example: McCollum Park (Per field)



1 month - \$200

(Choice of month, April - October)

3 months - \$400

(Choice of months, April - October. Must be consecutive)

7 months - \$600

(April - October)

Banners are placed along the fencing behind both dugouts (2 banners per field) where participants and spectators have visual contact to your company's message. Your company must provide the banners (3' x 6' or similar). Your company can choose 1 month, half a season or full season of advertising at McCollum Park. Leagues begin in April and finish in October.

••• Golf Course Sponsorship Opportunities •••

With over 43,000 rounds played annually, take advantage of the Downers Grove Golf Course as a marketing resource!

Scorecards

- 1 year commitment - \$500/year
- 2 year commitment - \$400/year
- 3 year commitment - \$300/year

Advertise your company through a full-color business card-sized space on approximately 30,000 scorecards a year!



Tee Signs:

- 1 year commitment - \$750/year
- 2 year commitment - \$500/year
- 3 year commitment - \$400/year

Display your company logo and message on a 6" x 14" cast iron ad panel with engraved lettering. (Sample available)

Range Balls

- 3 year commitment - \$2,000/year

Be a hit at the Downers Grove Park District Golf Course and advertise your company logo on 18,500 golf balls per year. Over 16,500 people visiting the range each year will be able to hit your logoed range balls on the Downers Grove Golf Range.

Receipts

- 1 year commitment - \$300/year

Print your business logo and message on over 40,000 transaction receipts per year at the Downers Grove Golf Course Clubhouse!

Tournaments & Leagues

- 1 year tournament commitment - \$350/year
- 1 year league commitment - \$350/year

Sponsor one of many tournaments at the Downers Grove Golf Course and your company logo will be placed on event/league promotional items along with an invitation to distribute company information on-site during tournaments and league days.

Your \$500 or more commitment includes your company logo featured on the Park District's web site homepage hyperlinked to your business web site.

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Downers Grove Park District Recreation and Fitness Center Screenings/Seminar Outline 2009

\$300 Sponsorship

- Option One:** Three 2- hour screenings in the calendar year.
- Option Two:** Two 2-hour seminars in the calendar year to be held in the multi-purpose room at the Recreation Center.
- Option Three:** One 2-hour seminar and one 2-hour screening to be held in the same calendar year.

\$150 Sponsorship / \$150 In-kind Donation split option available if needed.

1. All screenings and seminars need to be given by a licensed practitioner in their field of expertise (Doctor, Chiropractor, Dentist, Dietitian, Massage Therapist, Physical Therapist, etc.)
2. All screenings and seminars need to be held within the same calendar year as sponsorship investment.
3. Screenings and seminars need to be approved by Fitness Manager prior to scheduling date and time.
4. Marketing flyers of screenings or seminars will be the responsibility of the sponsor and must be approved by the Public Information Supervisor and/or the Fitness Manager prior to posting in the facility.
5. Once marketing material is approved the Park District will post in the Recreation Center and the Lincoln Center as well as promote the screening or seminar on the web site with a 30 day lead time.

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Downers Grove Park District Recreation and Fitness Center
Screenings/Seminar Application

Name of business: _____

Contact person: _____

Address: _____

Phone: _____

E-mail: _____

Company history:

Screening or Seminar

Is the person performing the screening or seminar licensed or certified in the field?

Subject of screening and/or seminar: _____

How much space do you require for set up? _____

List promotional/marketing items to be given (no sales are permitted):

How will this information benefit Park District patrons?

Please attach all supporting materials to this application

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Golden Grapevine Newsletter

The Golden Grapevine Newsletter describes in detail all program, trips and services designed for, but not limited to, adults 55 and older who enjoy fulfilling activities including recreation, education, health, nutrition and social service.

Your organization can target this specific market by choosing a particular section of the 16-page newsletter to advertise in, or get the ultimate exposure by choosing a back cover space. Pre-designed ads are preferred; however the Park District can assist with the design of an ad upon request.

The Golden Grapevine is distributed four times a year in March, June, September and December. The annual newsletter is free of charge for those living in the Village of Downers Grove. An annual subscription to the publication is available for those outside the village boundaries for a fee of \$12.

Take advantage of the opportunity for your company's message to be included in a publication that reaches over 700 residents four times a year!

For more information on marketing partnerships with the Downers Grove Park District, call (630) 963-1300 and ask to speak with one of our Public Information team members or e-mail partners@dgparks.org.

The Golden Grapevine Advertising Rates:

Back Cover - Black & White
Half Page (horizontal)
 One year (4 issues) - \$800
 One issue - \$250

Inside - Black & White
Full Page

One year (4 issues) - \$800
 One issue - \$250

Half Page (vertical/horizontal)
 One year (4 issues) - \$500
 One issue - \$150

Flu Shots for Seniors
 Monday, October 25, 2010
 8:00 - 12:00 pm at the Lincoln Center, 935 Maple Avenue

Cuborn Matinee
 Receive recreation for flu, pneumonia and CDT (Diphtheria, Tetanus, Pertussis) through the ongoing Medicare Identification - What if Flu Shots Appointments are required, a fee will be charged for those without a Medicare Part B card.

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Dinner and a Movie
 An evening of fun, food and entertainment. Dinner at 6:00 pm, movie at 7:00 pm. Tickets are \$10.00. Reservations are required. Call (630) 963-1300 for more information.

Super Seniors Day - Tuesday, August 18th
 Lincoln Center, 935 Maple Avenue

Presented by the Downers Grove Office, Super Seniors allows seniors to receive their monthly benefits through the help of our staff members, participate in other activities and receive information on local services.

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Celebrate Older Americans Month
 The month of May is National Older Americans Month. It is a time to recognize the contributions of older Americans to our society and to promote the well-being of older Americans.

May 18 - May 22: A Celebration of Aging Through Film
 A special series of films will be shown at the Lincoln Center. The films will focus on the lives of older Americans and the challenges they face.

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Downers Grove Park District

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