

# Plainfield Park District Sponsorship & Advertising Program



Plainfield Park District  
24550 West Renwick Road  
Plainfield, IL 60544

[plfdparks.org](http://plfdparks.org)  
(815) 436-8812  
[marketing@plfdparks.org](mailto:marketing@plfdparks.org)



# Reach your target audience!

Get the word out about your business, organization, or event with the Plainfield Park District. Advertise with us through our activity guide, online, or through a program or event sponsorship. Whichever way you choose, you will reach a dedicated, local audience.

Our local business partners in the community help to offset the cost of programming and special events, making them accessible to all of our residents. It is because of the support of the community that we are able to provide many great free or low-cost events throughout the year.

To learn more about how you can get the most for your marketing dollar, call the Plainfield Park District's marketing team at (779) 252-2706 or email [marketing@plfdparcs.org](mailto:marketing@plfdparcs.org) today!

## Our Reach

**110,000**

population served (9th largest in Illinois).

**43,500**

seasonal guides delivered to  
Park District homes  
three times per year.

**10,000+**

annual average resident participation  
in programs and/or events.

**7,500+**

email subscribers.

**10,000+**

monthly website visits.

## Communities Served

Plainfield, Joliet, Romeoville, Crest Hill,  
Bolingbrook, and various unincorporated areas.

## Our Mission

The Plainfield Park District seeks to enhance lives through equitable, accessible, and exceptional recreation opportunities for all.

## Our Vision

We aspire to be innovative, diverse, and inclusive in administration, recreation, and preservation.

## Our Values

are centered on Community, Fiscal Responsibility, Stewardship of Natural Resources, Health & Wellness, and Diversity, Equitability & Inclusiveness.



Plainfield Park District has been recognized as an Illinois Distinguished Accredited Agency by the Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA).



Plainfield Park District has been recognized as Herald News/Shaw Media the Best of Will County, Park District category.



Plainfield Park District has been awarded CAPRA accreditation by the National Park & Recreation Association.



Plainfield Park District has been recognized as a National Gold Medal Finalist for excellence in the field of park and recreation management.



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# Print & Digital Advertising

**Reach 43,500 residents in Will & Kendall Counties**

**PURCHASE YOUR AD SPACE TODAY**  
**Available Spaces:**  
**Inside Cover | Inside Back Cover | Back Cover**

## Available Advertising

Print advertising is available in the Plainfield Park District seasonal activity guide, The Oak Leaf.

Advertising rates range depending on ad size, placement and length of commitment. Print ads are automatically included in the online activity guide.

Please contact the marketing team for ad availability at (779) 252-2706 or [marketing@plfdparks.org](mailto:marketing@plfdparks.org).

**Thank you to our 2020 Community Partners**  
 Your generosity helps the Plainfield Park District deliver high-quality, family-friendly events and programs to our community

For advertising & sponsorship opportunities, please email [marketing@plfdparks.org](mailto:marketing@plfdparks.org), scan the QR code to be directed to our sponsorship page, or visit [plfdparks.org](http://plfdparks.org).

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## Seasonal Activity Guide Details

Season	Season Range	Distribution Date	Ad Deadline
Summer	June - August	mid-April	March 1
Fall / Holiday	September - December	mid-July	June 1
Winter / Spring	January - May	mid-November	October 1



## Print - Activity Guide

Each printed issues has limited ad space. For each seasonal issue, there is one ad space available for back inside cover, back outside cover and front inside cover. There are two half-page ads available depending on seasonal content. All ad space is on a first-come, first-served basis.

Print Ad Specs	Single Season	3-Seasons (10% Discount)	Print Ad Space	Online Activity Guide Ad Space
<b>BACK OUTSIDE COVER</b> 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$2,350	\$6,345	✓	✓
<b>FRONT INSIDE COVER</b> 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$1,750	\$4,725	✓	✓
<b>BACK INSIDE COVER</b> 8-3/8" x 10-7/8" 4-color print w/ Bleed	\$1,650	\$4,455	✓	✓
<b>1/2 PAGE</b> 8-3/8" x 4-7/8" 4-color print	\$1,000	\$2,700	✓	✓

### PRINT AD SPECIFICATIONS

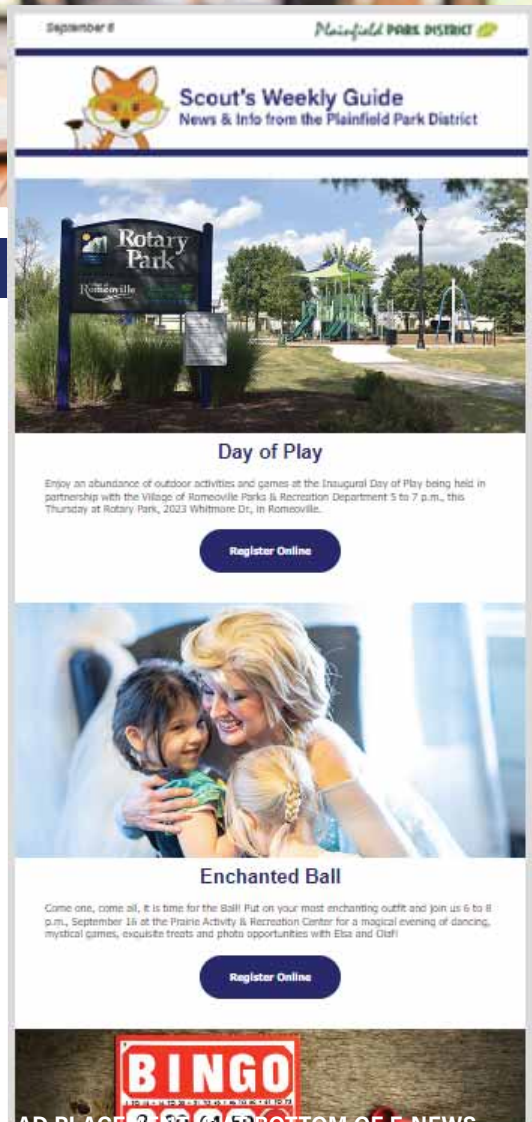
Please submit ads with the following specifications:

- ▶ Full color PDF with the fonts outlined or full color jpgs
- ▶ Ads must be at least 300 dpi
- ▶ Color mode must be in CMYK (not RGB)
- ▶ If an ad is sent in an unusable format, the Partner will be charged \$50 per hour for design time unless corrected artwork is submitted prior to the deadline. All ads are subject to final approval.
- ▶ Please send ads to marketing team at marketing@plfdparks.org





# E-News Sponsorship



## E-News

Landing in just over 3,000 subscribers' inboxes each week, Scout's Weekly Guide E-newsletter is a great way to reach a local audience for an affordable price.

E-News Ad Specs	One month (4 issues)	Year (Approx. 50 issues)
<b>E-NEWS AD</b> 1200 x 748 pixels	\$125	\$1,350

### E-NEWS SPECIFICATIONS

Please submit ads with the following specifications:

- ▶ Recommended image size is 600 x 600 pixels
- ▶ Ads may be 72 dpi
- ▶ Color mode may be RGB
- ▶ Please send ads to the marketing team at marketing@plfdparks.org



# Outdoor Banner Advertising



Village Green Park | 24121 W. Chicago St., 60544

## Bott Park & Village Green

Thousands of residents visit our parks and facilities each year. Capture their attention with a stylish banner displayed at two of our most popular locations. Banners remain on display May 1 through September 30.



Village Green Park | 24121 W. Chicago St., 60544

Village Green Park is located in downtown Plainfield and is one of the busiest parks in the District with a splash pad, premier playground, basketball court, tennis/pickleball courts, large shelter and restrooms. It is home to many Park District special events and also benefits from various other events held in downtown Plainfield. Banners at Village Green are displayed on the tennis/pickleball courts.

Bott Park is located on Renwick Road just west of Route 59. It is the central hub of the District, with the Prairie Activity & Recreation Center located on site. Additionally, the park has four large baseball fields, soccer/football fields, a wheelchair-accessible playground, challenge course, skate park and more. Banners at Bott Park are displayed on baseball fields 1, 2 and 3. The park averages 375,000+ visits per year.

Banner Ad Specs	Single Location	Two Locations
<b>BANNER AD</b> 36" x 36"	\$500	\$900
<b>BANNER AD</b> 36" x 72"	\$1,000	\$1,800



# Outdoor Banner Advertising

## Ottawa Street Pool

Ottawa Street Pool is open Memorial Day (end of May) through mid-August and offers tremendous exposure to those taking swim lessons, special event participants, season passholders and regular pool attendees.

The park also has visitors at the pickleball/tennis courts and the baseball field, both of which are adjacent to the pool. Banners remain on display May 1 through August 31.

Banner Ad Specs	Single Location
<b>BANNER AD</b> 36" x 36"	\$350
<b>BANNER AD</b> 36" x 72"	\$800







# Outdoor Banner Advertising

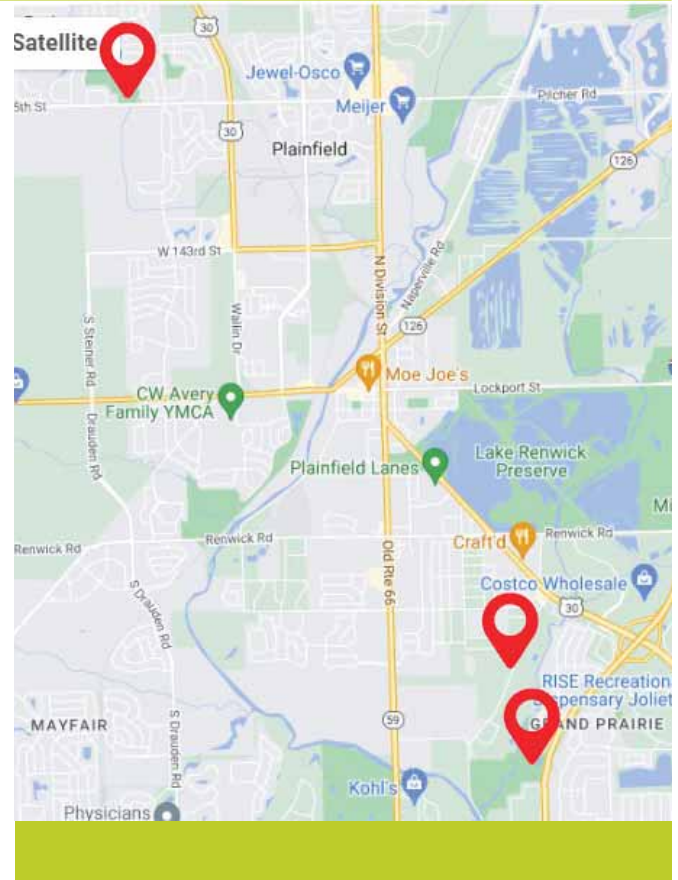
## Dog Parks

The Plainfield Park District offers four dogs parks located in various parts of the District. The dog parks provide ideal opportunities for target marketing to a specific audience. Banners remain on display May 1 through September 30.

Banner Ad Specs	Single Location	Four Locations
<b>BANNER AD</b> 36" x 36"	\$500	\$1600
<b>BANNER AD</b> 36" x 72"	\$1,000	\$2,000

### DOG PARK LOCATIONS

- ▶ Daisy Dog Park, 13214 Blakely Drive
- ▶ Clow Stephens, 16650 South Lily Cache Road
- ▶ Van Horn Woods East, 17200 Northeast Frontage Road
- ▶ Wheatland, 23830 W. 127th Street





# REACH TV Advertising



REACH TV - Main Entrance Location

## REACH TV

Connect with a local audience who visits the Prairie Activity & Recreation Center (PARC) for their daily workouts, special events, and family programs with our REACH TV digital sign advertising. The best part: the longer your ad commitment, the more you save. Ads include placement on all four REACH TVs located in PARC (main entrance, gym entrance, fitness center, second floor), plus one apiece at Streams Recreation Center and Plainfield Township Community Center.

1-Month	3-Month (10% savings)	6-Month (15% savings)	12-Month (20% savings)
\$85	\$230	\$435	\$820

**REACH TV AD SPECIFICATIONS**

Please submit ads with the following specifications:

- ▶ Full color PDF with the fonts outlined or full color jpgs
- ▶ Ad dimensions are 8.5 x 11
- ▶ All ads are subject to final approval.
- ▶ Please send ads to marketing team at marketing@plfdparks.org

*(Layout on REACH TV subject to change.)*



REACH TV - Gym Entrance Location



# Event Sponsorships



Grinchmas on the Green

## Title Sponsors

- Offered for events with attendance of 200+
- Company name and logo on all print marketing and advertising materials including but not limited to website, press releases, signage, flyers, posters, etc.)
- Company recognized on social media (Facebook, Instagram, Twitter) and through weekly e-newsletter sent to 3,000+ subscribers
- Table space to distribute or display company promotional materials. We highly recommend providing an activity to engage participants when appearing at events.

*Prices vary based on event.  
\$300 to \$1,500*





# Event Sponsorships

## Fall/Holiday Event



### Fun Runs

The Plainfield Park District holds three, festive fun runs every year in conjunction with other Park District special events. The Fun Runs consist of approximately one mile and are great parent-child runs for beginners. Participants receive long-sleeved T-shirts with sponsor logos on back and a goodie bag with assorted themed giveaways and prizes. Sponsors may donate items to the goodie bags. Sponsors also receive a table at the events to engage with all participants.

#### Spooky Sprint Fun Run

Saturday, October, 2025, 10:30AM

@ Eaton Preserve

#### You Can't Catch Me Fun Run

Saturday, November, 2025, 1PM

@ Village Green

**Sponsorship Cost: \$1,500 (includes all three runs)**





# Event Sponsorships

## Winter/Spring Events



### Dad-Daughter Dance - February 7, 2025

Dancing, crafts, refreshments and fun highlight the annual Daddy Daughter Dance held 6:30 to 8:30 p.m., every February at the Prairie Activity & Recreation Center. This event draws approximately 200+ couples (500 total) and is an ideal event to target dads in the community.

**Sponsorship Cost: \$750**





# Event Sponsorships

## Winter/Spring Events



### Adult Egg Hunt – April 4, 2025

This adults-only event continues to grow with participation, nearing 100 people in 2024. Participants enjoy music, pizza, adult beverages, an egg hunt and raffle prizes. For adults 21 & over.

**Sponsorship Cost: \$300**





# Event Sponsorships

## Winter/Spring Events



### Bunny Breakfast – April 11, 2025

Approximately 200 children and parents enjoy breakfast, activities and pictures with the Bunny.

**Sponsorship Cost: \$500**





# Event Sponsorships

## Winter/Spring Events



### Egg Hunts – April 5, 2025

Five-hundred-plus kids and parents collect colorful eggs in Bott Community Park. Participants also receive a goody bag upon check-in and have an opportunity to visit the Easter Bunny for a photo.

**Sponsorship Cost: \$750**







# Event Sponsorships

## Winter/Spring Events



### Spring Fishing Derby – April 26, 2025

Participants (number 50-100) test their angling skills at Van Horn Woods East Pond. Awards are given for various fish caught. Event takes place rain or shine. Sponsors can assist with fish measuring, registration, raffle, etc.

**Sponsorship Cost: \$300**



# Event Sponsorships

## Winter/Spring Events



## Superhero Night - May 16, 2025

Moms and sons enjoy a night of dancing, games, crafts, and hanging with an awesome superhero 6 to 8 p.m., at the Prairie Activity & Recreation Center!

**Sponsorship Cost: \$300**



# Event Sponsorships

## Winter/Spring Events



## World of Food Trucks – May 17, 2025

The Inaugural World of Food Trucks event held in 2024 attracted well over 1,000 participants. In addition to the 10+ food trucks, the event also features multicultural activities and performances from various groups and organizations.

**Sponsorship Cost: \$750**

**Vendor Space: \$250**



# Event Sponsorships

## Summer Events



### Party at PARC – June 7, 2025

Approximately 500+ people visit the Prairie Activity & Recreation Center (PARC) for the kick-off bash of the summer. Fun activities, Touch-A-Truck, entertainment, food trucks and more are part of the festivities. Additionally, the Prairie Fit Fitness Center and indoor track are available to all for FREE during the event.

**Sponsorship Cost: \$1000**





# Event Sponsorships

## Summer Events



### Tiki Bash – June 21, 2025

Approximately 300-500 people enjoy an afternoon of Polynesian fun that includes performances, dancing, food and crafts.

**Sponsorship Cost: \$500**





# Event Sponsorships

## Summer Events



### July 3 Fireworks

The Village of Plainfield and Plainfield Park District partner to host the Annual July 3 Fireworks. Gregory B. Bott Park and Plainfield Central High School are the two main viewing locations. Sponsorship would include naming rights to the annual event.

Example: The Annual July 3 Fireworks Show hosted by YOUR BUSINESS NAME.

***Presenting Sponsor: \$10,000***



# Event Sponsorships

## Summer Events



### Cruise to Village Green – Dates TBA

Families checking out Cruise Night in downtown Plainfield often stop in nearby Village Green for crafts, games, snacks and entertainment provided by the Park District. Three Cruise to Village Green Nights are held each summer.

**Sponsorship Cost: \$500**





# Event Sponsorships

## Summer Events



### Unplug Illinois Day – July 12, 2025

Join the Plainfield Park District at Bott Park for activities that connect participants with nature and unplug from electronic technology. Activities include a scavenger hunt, music, beanbags, outdoor games, contests, kite fly, and crafts. Attendance is approximately 300-400 people.

**Sponsorship Cost: \$300**







# Event Sponsorships

## Summer Events



### Traveling StoryWalk – Dates TBA

Join the Library, Police Department and Park District for five StoryWalks in five different parks! For each event, there are crafts that go with the featured story and a frozen sweet treat! Attendance is approximately 50-100 participants per event.

**Sponsorship Cost: \$500**





# Event Sponsorships

## Fall Events



### Enchanted Ball - September 12, 2025

Approximately 100 children (plus parents) ages 2-14 put on their most enchanting outfit and join us for a magical evening of dancing, mystical games, exquisite treats and photo opportunities!

**Sponsorship Cost: \$300**





# Event Sponsorships

## Fall Events



### Autumn Family Fun Fest – September 20, 2025

Hundreds of families enjoy fall-themed fun at Eaton Preserve. Entertainment includes hayrides, pumpkin launching, pumpkin patch, petting zoo, food trucks, beer garden and more. Over 1,000 attended in 2022.

**Sponsorship Cost: \$1,000**





# Event Sponsorships

## Fall Events



## Bags Tournament - Sept. 20, 2025

Held in conjunction with Autumn Family Fun Fest, this tournament features a round-robin format followed by a double elimination tournament. Prizes are awarded for the top three winners. Participants also receive pizza and a beverage.

All proceeds from the Bags Tournament benefit the Friends of the Plainfield Park District Foundation. The Foundation is a 501c3 dedicated to improving the quality of life in the Plainfield area by assisting in the preservation of open space and enhancing recreation facilities and programs in the Plainfield Park District for people of all ages to enjoy.

**Sponsorship Cost: \$300**





# Event Sponsorships

## Fall Events



### Frankenstein's Kiddie Carnival – Oct. 10, 2025

Approximately 100 ghosts and goblins (plus parents) put on their best Halloween costumes and enjoy carnival games, crafts and an inflatable. Children may participate in the costume contest, which is judged in two age groups (2-5 and 6-10).

**Sponsorship Cost: \$300**





# Event Sponsorships

## Fall Events



### Haunted Hayrides - Oct. 17-18, 2025

Approximately 250 people per night experience bone-chilling thrills on a spooky, fun-filled hayride on the trail at Eaton Preserve. There are also options for family-friendly, non-scary rides. This event covers two nights, running 5 to 9 p.m. each night.

**Sponsorship Cost: \$500 (for both nights)**





# Event Sponsorships

## Fall Events



### Pints for Parks – Date TBA

Enjoy Werk Force Brewery's award-winning selection of beers along with a catered dinner from Happy Belly's scratch kitchen at the Second Annual Pints for Parks held in mid-November.

Proceeds from the event benefit the scholarship fund for the Friends of the Plainfield Park District Foundation, which assists the Park District in its mission of providing recreation opportunities for all residents. Participants receive two drink tickets, a raffle ticket and a catered dinner along with entertainment (TBA).

#### ***Sponsorship Levels:***

##### ***Presenting Sponsor (one) - \$1,000***

Receives four free admissions and 8 additional drink tix.

##### ***Dinner Sponsors (two) - \$500***

Receives two free admissions and 4 additional drink tix.

##### ***Drinks Sponsors (four) - \$250***

Receives an additional 8 drinks tix.





# Event Sponsorships

## Holiday Events



### Grinchmas on the Green – November 29, 2025

Grinchmas on the Green is one of the most popular family-friendly events in the Plainfield area. It is an unofficial kick-off to the holiday season. Park District staff transform Village Green Park into Who-ville with over 800 to 1,000 people visiting to enjoy the official tree lighting ceremony. Visitors view the decorated holiday trees, sip hot cocoa, enjoy cookies, and take pictures with Santa and the Grinch.

**Sponsorship Cost: \$1,000**







# Event Sponsorships

## Holiday Events



### Breakfast with Santa – December 6, 2025

Families enjoy breakfast treats, Christmas-themed activities and a special visit from Santa. Attendance is approximately 300 children and parents for two sessions (9-10AM, 10:30-11AM),

**Sponsorship Cost: \$500**





# Event Sponsorships

## Holiday Events



### Journey to the North Pole – Dec. 12–13, 2025

Approximately 250 people per night experience holiday-themed scenes en route to their trip to the “North Pole” at Eaton Preserve. The trip stops halfway through for a visit with Santa Claus. This event covers two nights, running 5 to 9 p.m. each night.

**Sponsorship Cost: \$500 (for both nights)**





# Event Sponsorships

## Holiday Events



### Noon Year's Eve – December 31, 2025

Kids ring in the New Year with a daytime celebration featuring craft activities, dancing, two inflatables for jumping and climbing, refreshments and photo opportunities. This event draws approximately 200 parents and children.

**Sponsorship Cost: \$300**





# Sponsorships & Prairie Fit

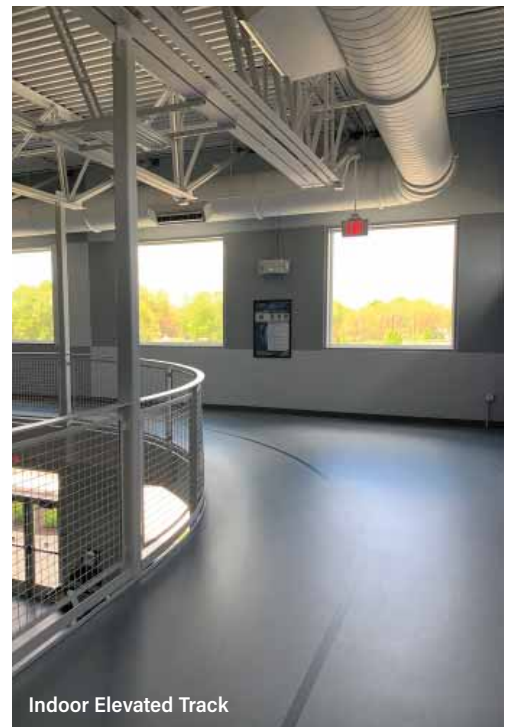


Prairie Fit Fitness Center

## Did You Know?

- For every \$2,000 received in sponsorship of Park District events or programs in one calendar year, businesses receive **two** annual corporate memberships to Prairie Fit Fitness Center (includes use of fitness center, walking track and gymnasium).
  - \$550 value\*
- For every \$1,000 received in sponsorship in one calendar year above \$2,000, businesses receive an additional corporate membership
  - \$275 value\* per \$1,000 received
- For every \$10,000 registered in sponsorship, businesses receive **20** corporate memberships
  - \$2,750 value\*

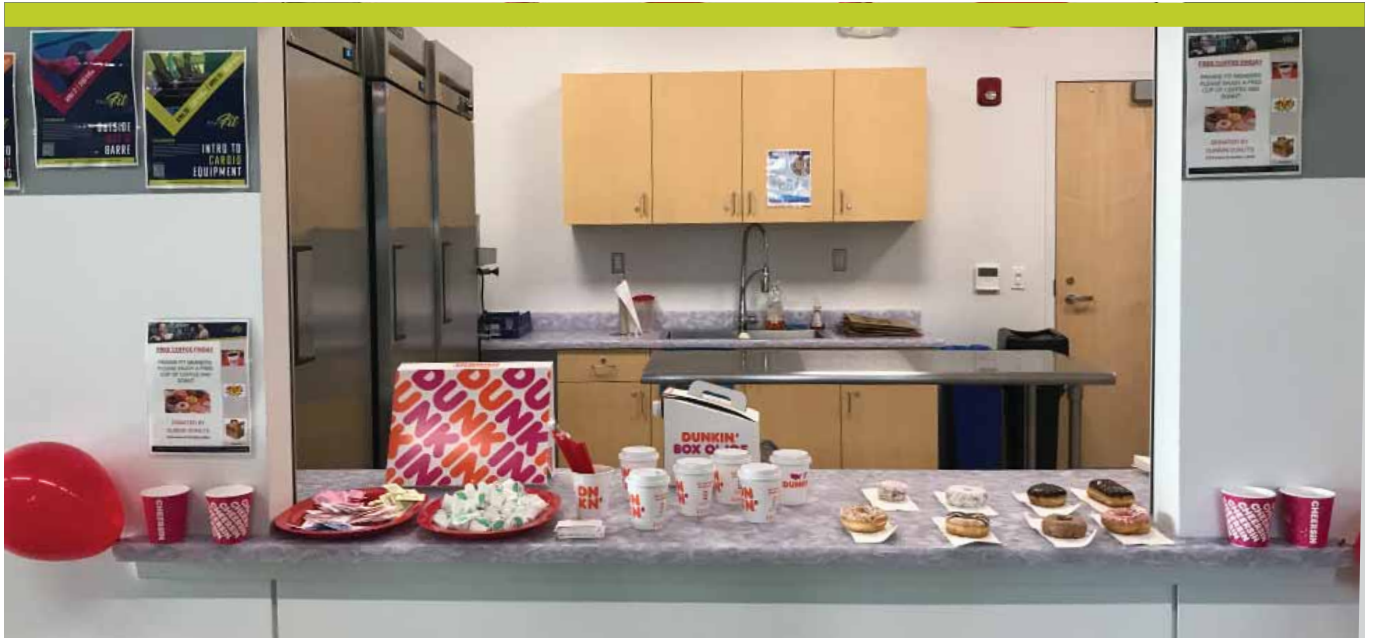
\* based on adult (ages 18-59), paid-in-full yearly membership



Indoor Elevated Track



# In-Kind Donations



Thank you to Dunkin' Donuts for donation donuts & coffee for our Member Appreciation Day

Another way that local organizations help support the Plainfield Park District is through in-kind donation. It's a great way to get involved and also get the message out about your organization or business. Contact the marketing team if you would like to make an in-kind donation to the Park District at [marketing@plfdparks.org](mailto:marketing@plfdparks.org).





**NEED A DIGITAL VERSION?  
SCAN HERE!**



**HAVE QUESTIONS?**  
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