



# GRAYSLAKE COMMUNITY PARK DISTRICT 2024 SPONSORSHIP GUIDE





# THANK YOU TO OUR 2023 SPONSORS & COMMUNITY PARTNERS



*The Village of Grayslake Pageant*



Dear Grayslake Community,

In Grayslake, there's nothing more important than fostering community pride. At the Grayslake Community Park District, we are committed to serving the public and are dedicated to providing year-round recreation services, preserving open space, and making sure all residents have opportunities to stay fit, healthy and involved. With over 25 parks, numerous trails, athletic fields, our Recreation Center, and a Golf Course, the Park District offers hundreds of programs and events that are fun for all ages!

**In 2024, we are seeking sponsors to help support the countless special events and recreational opportunities we host throughout the year.** Your support means a lot to us and has the power to create a positive change in our community. In return, your business increases visibility to thousands of local residents and has the chance to connect directly with customers at events.

We ask that you please keep us in mind as you plan your marketing and charitable giving budgets for the year ahead. I am more than happy to speak with you to discuss these opportunities, answer any questions, or explore other ways your business can get involved with the Park District.

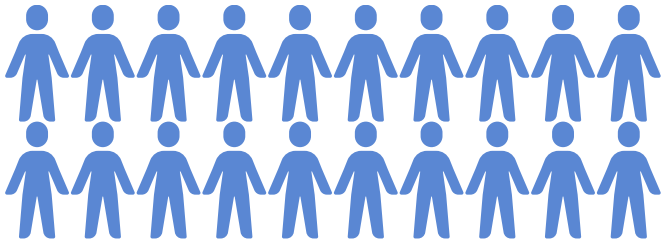
Sincerely,

*Lacey De Haan*

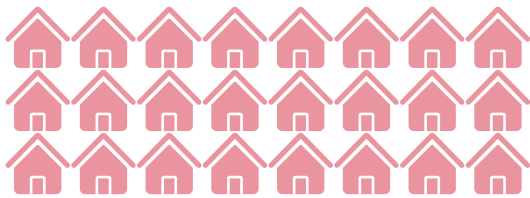
Lacey De Haan  
Marketing & Communications Specialist  
Grayslake Community Park District  
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(847) 223-7529  
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# VILLAGE OF GRAYSLAKE OVERVIEW

**21,248 RESIDENTS**



**7,817  
HOUSEHOLDS**



**\$109,975  
MEDIAN INCOME**

**96%  
HIGH SCHOOL  
GRADUATE OR HIGHER**





## GRAYSLAKE PARK DISTRICT OVERVIEW

ESTABLISHED  
**1959**

**+400  
ACRES**

**35**  
PARKS &  
FACILITIES

MORE THAN  
**1500**  
PROGRAMS



**7,200+**  
FOLLOWERS



**1,600+**  
FOLLOWERS



**11,000+**  
WEB VIEWS  
PER MONTH




**3,000+**  
PROGRAM  
GUIDE VIEWS



**2,000+**  
SUBSCRIBERS

# GRAYSLAKE PARK DISTRICT OVERVIEW

**30**   
**ATHLETIC  
FIELDS** 

**6** **TENNIS &  
PICKLEBALL  
COURTS** 

 **24**  
**PLAYGROUNDS**

  
**GOLF COURSE**

**1**   
**BASKETBALL  
COURTS**

  
**SPLASH PAD  
& BEACH**

 **15**  
**PICNIC  
SHELTERS**





## SPECIAL EVENT OPPORTUNITIES

### SPECIAL EVENTS:

#### **Daddy/Daughter and Mother/Son Dances**

Dinner, dancing, and memories

#### **Easter Egg Hunt**

Search for 2,000 candy-filled eggs

#### **Fishing Derby**

FREE fishing fun for the whole family

#### **Summer Kickoff Dance**

FREE beach party at Jones Island Park

#### **Movie in the Park**

FREE family-friendly movie under the stars

#### **Performances in the Park**

FREE summer children's performances (3)

#### **Concert Under the Stars**

FREE night of music in the park (3)

#### **Community Band Concerts**

FREE concerts in Central Park (3)

#### **Pumpkin Fest**

Festive fall fun for all ages

#### **Nifty Fifty Bingo**

Snacks and games for active adults 50+

#### **Family Bingo**

Snacks and games for families of all ages

#### **GO Grayslake Walks**

FREE community exercise for all ages

#### **Santa Visits at the Rec Center**

Meet & Greet with Mr. & Mrs. Claus

### PRESENTING SPONSOR

**\$1,000**

- Maximum exposure, visibility, and pre-event publicity
- Logo inclusion on **ALL** marketing materials (except yard signs)
- Mentions on social media and website
- Recognition on flyers & posters
- Space for table/booth at event

### CO-SPONSOR

**\$250**

- Recognition on flyers & posters
- Space for table/booth at event





# TASTE OF GRAYSLAKE FAMILY PICNIC & FIREWORKS

## About the Event

The Taste of Grayslake Family Picnic & Fireworks features live music, local food vendors, beer & wine, carnival rides, and more. The fun-filled day concludes with a spectacular fireworks display. Thousands of people spend the day enjoying Central Park with family and friends.

**Target Audience:** Families with kids of all ages & adults

**Date:** June 29, 2024

**Time:** 3-10pm

**Location:** Central Park | 250 Library Lane, Grayslake, IL





# TASTE OF GRAYSLAKE FAMILY PICNIC & FIREWORKS

## **FIREWORKS SPONSOR - \$5,000**

- Company name prominently displayed on all marketing materials as Title Sponsor
- Logo in Seasonal Program Guide
- Logo displayed on official event posters
- Social media tags and posts
- Recognition on website
- Recognition in press releases
- Business banner (provided by business) displayed on stage
- Space for table/booth at event
- 4 VIP parking passes

## **FIRECRACKER SPONSOR - \$2,500**

- Company name prominently displayed on all marketing materials as Event Sponsor
- Logo in Seasonal Program Guide
- Logo displayed on official event posters
- Social media tags and posts
- Recognition on website
- Recognition in press releases
- Business banner (provided by business) displayed on stage
- Space for table/booth at event
- 2 VIP parking passes

## **BAND SPONSOR - \$2,000**

- Logo in Seasonal Program Guide
- Logo displayed on official event posters
- Social media tags and posts
- Recognition on website
- Business banner (provided by business) displayed on stage
- Space for table/booth at event
- 2 VIP parking passes

## **BEER TENT SPONSOR - \$1,200**

- Business name on alcohol wristbands
- Business banner (provided by business) displayed near beer tent
- Social media tags and posts
- Recognition on website
- 1 VIP parking pass

## **GOLD SPONSOR - \$1,000**

- Logo in Seasonal Program Guide
- Social media tags and posts
- Recognition on website
- Space for table/booth at event
- 1 VIP parking pass

## **SILVER SPONSOR - \$500**

- Social media tags and posts
- Recognition on website
- Space for table/booth at event

## **BRONZE SPONSOR - \$250**

- Social media tags and posts
- Recognition on website



# YOUTH SPORTS OPPORTUNITIES

## ABOUT THE PROGRAMS:

The Grayslake Park District organizes several youth sports leagues throughout the year. On average, between 150-300 players participate in each sport.

As a Youth Sports League Sponsor, **your logo will be printed on the back of every shirt/jersey**, demonstrating that your business supports local youth activities.

Target Audience: Youth, parents, and families

Benefits:

- Business visibility on shirts/jerseys worn at practices and games, maximum exposure, visibility, mentions on social media and website.
- Maximum exposure, visibility, and pre-event publicity
- Logo inclusion on **ALL** marketing materials
- Mentions on social media and website
- Recognition on flyers & posters
- Space for table/booth at select games/tournaments

## PRESENTING SPONSOR

**\$2,000 per sport, per season**

### Youth Basketball

- Players: 2nd-8th grade
- Season: ~~Winter~~

### Little Soccer League

- Players: 4-7 yrs old
- Seasons: Spring & ~~Fall~~

### Volleyball

- Players: 3rd-8th grade
- Seasons: Spring & Fall

### Girls Recreational Softball

- Players: 7-15 yrs old
- Season: Summer & Fall

### T-Ball

- Players: 4-7 yrs old
- Season: ~~Summer & Fall~~





## GOLF COURSE OPPORTUNITIES

### **2024 TOURNAMENTS PRESENTING SPONSOR** **\$250 per tournament**

**April 2024**  
~~Spring Two Cups~~

**July 2024**  
~~Red, White & Blue~~

**August 2024**  
Summer Medley

**September 2024**  
Fall Two-Cups

**October 2024**  
One Person, Two Balls

#### Benefits:

- Maximum exposure, visibility, and pre-event publicity
- Logo inclusion on **ALL** marketing materials
- Mentions on social media and website
- Recognition on flyers & posters
- Space for table/booth at each tournament

### **MILLENNIAL GOLF LEAGUE PRESENTING SPONSOR** **\$1,000 per season**

**May - September 2023**  
20+ weeks of golf geared towards roughly 30-40 Millennial golfers!

#### Benefits:

- Maximum exposure, visibility, and pre-event publicity
- Logo inclusion on ALL marketing materials
- Mentions on social media and website
- Recognition on flyers & posters
- Space for table/booth on selected league nights





## PROGRAM GUIDE OPPORTUNITIES

### PROGRAM GUIDE COVER PHOTO CONTEST PRESENTING SPONSOR \$100 per contest

#### **February 2024**

Summer Camps Program Guide

#### **March 2024**

Spring Program Guide

#### **May 2024**

Summer Program Guide

#### **August 2024**

Fall Program Guide

#### **December 2024**

Winter Program Guide

#### Benefits:

- Maximum exposure, visibility, and publicity
- Logo inclusion on **ALL** marketing materials for the contest
- Mentions on social media and website
- Recognition on flyers



This year, we are implementing ways to get our community even more involved with our program guides. One way we are doing this is by hosting a photo contest for the cover photo. By sponsoring this contest, it will allow us to offer an incentive to participate while giving you maximum exposure.

Please feel free to reach out to me with any questions. I appreciate you taking the time to look over our sponsorship options.

Sincerely,  
Lacey De Haan



# GRAYSLAKE PARK DISTRICT SPONSORSHIP FORM



## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Social media handle/username (if applicable): \_\_\_\_\_

### Please circle your option(s) below:

Daddy Daughter Dance (Jan. 2025)	<del>\$1,000</del>	\$250					
Mother Son Dance (Feb. 2025)	<del>\$1,000</del>	\$250					
Annual Easter Egg Hunt (Mar./Apr. 2025)	<del>\$1,000</del>	<del>\$250</del>					
Grayslake Golf Tournaments (each)	\$250						
Millennial Golf League (May 2024)	\$1,000						
George Weinert Fishing Derby (Jun. 2024)	<del>\$1,000</del>	\$250					
Summer Kick Off Dance (Jun. 2024)	\$1,000	\$250					
Taste of Grayslake (Jun. 2024)	\$5,000	\$2,500	\$2,000	<del>\$1,200</del>	\$1000	<del>\$500</del>	\$250
Children's Performances in the Park (2024)	<del>\$1,000</del>	<del>\$250</del>					
Concert Under the Stars (summer 2024)	\$1,000	<del>\$250</del>					
Community Band Concerts (summer 2024)	\$1,000	\$250					
Movie in the Park (Sept. 2024)	\$1,000	<del>\$250</del>					
Pumpkin Fest (Oct. 2024)	<del>\$1,000</del>	<del>\$250</del>					
Santa Visits at the Rec Center (Dec. 2024)	\$1,000	\$250					
Youth Sports Leagues (per sport, per season)	\$2,000						
Nifty Fifty Bingo (occurs monthly)	\$1,000	\$250					
Family Bingo (all three events included)	\$1,000	<del>\$250</del>					
Go Grayslake Walks	\$1,000	\$250					
Program Guide Photo Contests (each)	<del>\$100</del>						

## PAYMENT INFORMATION

Please charge my: Visa Mastercard Discover AMEX \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Check \$ \_\_\_\_\_

(payable to the Grayslake Park District)

Cash \$ \_\_\_\_\_

(please do not mail cash)

Would you like a receipt?

(please circle)

YES

NO

### PLEASE EMAIL, MAIL, OR FAX FORMS TO:

Grayslake Park District, Attn: Lacey De Haan, 240 Commerce Drive, Grayslake, IL 60030

Email: ldehaan@glpd.com Fax: (847) 223-6386