



# PARTNERSHIP OPPORTUNITIES



**Oak Lawn Park District**  
9400 S Kenton Ave.  
Oak Lawn, IL 60453  
(708) 857-2220

[www.olparks.com](http://www.olparks.com)



# DIGITAL PROGRAM GUIDE

Why Advertise in the Oak Lawn Park District Digital Program Guide?

- This is our #1 promotional material promoting all the programs, special events, and services offered to patrons during a particular season.
- Shelf life is around **3 months** (4 program guides a year).
- The program guide is available for download at [www.olparks.com](http://www.olparks.com)
- The digital program guide is emailed to 36,000 households + 20,000 emails in our database
- Will be prominently displayed on the home page of our website ([www.olparks.org](http://www.olparks.org)), which sees around 85,000 visitors per year.

## AVAILABLE ADVERTISING OPTIONS:

Inside Front Cover (Full Page) - \$1,000 per issue.

Dimensions - Full page. 8" wide X 10" high. Full color.

Full page Interior - \$750 per issue.

Dimensions - Full page. 8" wide X 10" high. Full color.

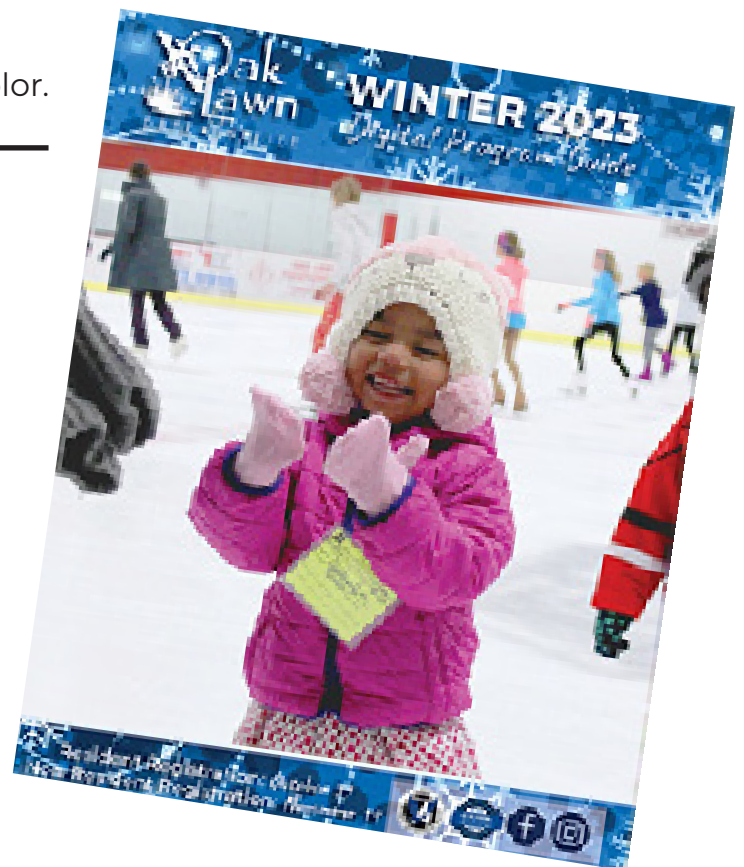
1/2 page Interior - \$500 per issue.

Dimensions - 1/2 page. 8" wide X 5" high. Full color.

---

## UPCOMING PROGRAM GUIDE SCHEDULE:

- Fall 2023
- Winter 2024
- Spring 2024
- Summer 2024



Call Justin at **(708) 857-2225** or email [jwaters@olparks.com](mailto:jwaters@olparks.com) to check availability.

# EVENT SPONSORSHIP

## **Gold: \$1,500**

- Sponsorship table at the event (tables & chairs supplied by Oak Lawn Park District)
  - Company name/logo on following marketing materials: flyers, social media, website, e-blasts
  - “Thank you” sponsor sign prominently displayed at the event (supplied by Oak Lawn Park District)
  - Thank you to our sponsor announcement
- 

## **Silver: \$750**

- Company name/logo on following marketing materials: flyers, social media, website, e-blast
  - Provide item to be distributed to patrons (supplied by sponsor)
  - “Thank you” sponsor sign prominently displayed at the event (supplied by the Oak Lawn Park District)
  - Thank you to our sponsor announcement
- 

## **Bronze: \$300**

- Company name/logo on the following marketing materials: website, e-blasts
- A “Thank you” sign prominently displayed at the event (supplied by the Oak Lawn Park District)
- Thank you to our sponsor announcement



# BANNER ADS at Community Pavilion

These special advertising banners make a “ring” around the 1/8th of a mile indoor track suspended above the indoor soccer rink in the arena at the Community Pavilion. Advertising space is available on the inside of the railing around the track. This type of advertising is one of the most visible forms of advertising available in town. These panels (approximately 3 x 8 ft.) are a prime way to create positive advertising impressions to a wide spectrum of youth and adult soccer, ball hockey, basketball, and volleyball players as well as spectators. These banners will also be on display during all of the shows, tournaments, and rentals hosted in the arena.

**ALL ARTWORK TO BE SUPPLIED BY COMPANY TO THE OAK LAWN PARK DISTRICT.  
LOCATION OF BANNER AD IS ON A FIRST-COME, FIRST-SERVE BASIS.**

## **Option 1**

For \$1,000 you will receive:

- A full size banner ad – artwork to be supplied by company.
- A full-size banner ad – advertising panel contracted for one year.
- Location of banner is on a first- come, first- serve basis.
- 25 complimentary Open Gym passes for your corporate use
- Company link on our website.

## **Option 2**

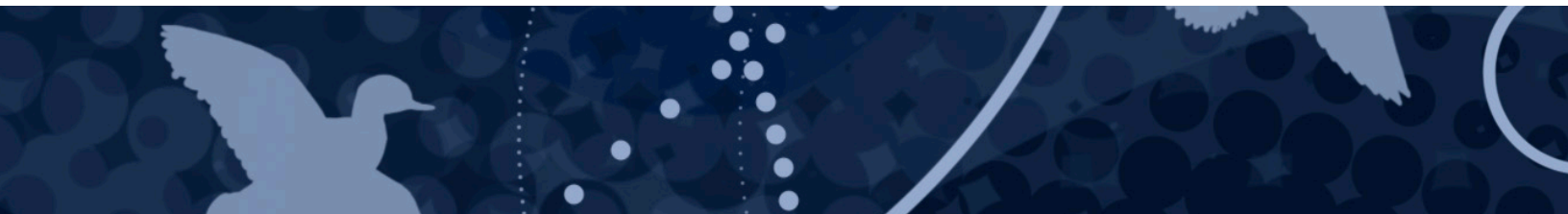
For \$1,500 you will receive:

- A full size banner ad – artwork to be supplied by company.
- A full-size banner ad – advertising panel contracted for two years.
- Location of banner is on a first- come, first-serve basis.
- 50 complimentary Open Gym passes for your corporate use each year.
- Company link on our website!

## **Option 3**

For \$2,000 you will receive:

- A full size banner ad – artwork to be supplied by company.
- A full-size banner ad – advertising panel contracted for three years .
- Location of banner is on a first- come, first-serve basis.
- 100 complimentary Open Gym passes for your corporate use each year.
- Company link on our website!



# DASHER BOARD ADS at Ice Arena

Arena dasher boards expose your business or organization to a captive audience of thousands each week! Dasher boards are the special advertising panels that make a “ring” around the Arena. Advertising space is available on these boards and can be seen on the ice and from the bleacher seating. These panels (approximately 3 x 8 ft.) are a prime way to create positive advertising impressions to a wide spectrum spectators.



**ALL ARTWORK TO BE SUPPLIED BY COMPANY TO THE OAK LAWN PARK DISTRICT.  
LOCATION OF BANNER AD IS ON A FIRST-COME, FIRST-SERVE BASIS.**

## **Option 1**

For \$1,000 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for one year.
- 25 complimentary Open Skate skating passes for your corporate use each year.
- Company link on our website!

## **Option 2**

For \$1,500 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for two years.
- 50 complimentary Open Skate skating passes for your corporate use each year.
- Company link on our website!

## **Option 3**

For \$2,000 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for three years.
- 100 complimentary Open Skate skating passes for your corporate use each year.
- Company link on our website



# Oak Lawn Park District Program Guide Advertising Contract

Please complete the form below and return to the Park District along with payment.

## REQUESTED AD SPACE:

- Inside Front Cover - (full page) - \$1,000 per issue. Dimensions - 8" width X 10" height. Full color.
- Full page Interior - \$750 per issue. Dimensions - 1/2 page. 8" wide X 5" high. Full color.
- 1/2 page Interior - \$500 per issue. Dimensions - 1/2 page. 8" wide X 5" high. Full color

Issue(s):      WINTER 2024     SPRING 2024     SUMMER 2024

## EVENT SPONSORSHIP:

- Gold: \$1,500
- Silver: \$750
- Bronze: \$500

## FACILITY ADS:

Community Pavilion:     Option 1     Option 2     Option 3  
Ice Arena:                     Option 1     Option 2     Option 3

DATE: \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

*Please attach Camera Ready Ad Copy to this form or email a  
JPEG or PDF to [jwaters@olparks.com](mailto:jwaters@olparks.com).*

Please make checks payable to the Oak Lawn Park District.

MAIL FORM & PAYMENT TO:

Oak Lawn Park District  
Attn: Justin Waters, Marketing Manager  
9400 S. Kenton Ave., Oak Lawn, IL 60453  
(708) 857-2225 / Fax: (708) 636-9877