

# SPONSORSHIP & ADVERTISING OPPORTUNITIES AT ARLINGTON HEIGHTS PARK DISTRICT



*Arlington  
Heights*  
Park District

[ahpd.org](http://ahpd.org) | 847.577.3000

# About AHPD

The Arlington Heights Park District (AHPD) is one of the most noteworthy park districts in Illinois. Located 25 miles northwest from downtown Chicago, AHPD is the 3rd largest Park District in Cook County and the 12th largest in the State of Illinois. Since 1925, AHPD continues to enrich the community by providing fun, accessible, and impactful recreation and facilities for every age and every season. The District is stewards of five community centers with outdoor pools, two tennis clubs, Lake Arlington, Arlington Ridge Center, two public golf clubs and a driving range, Arlington Heights Historical Museum, Senior Center, 58 parks, 44 playgrounds, 16.3 miles of jogging and bike trails across 714 acres of land. AHPD is a three time National Gold Medal Award recipient for excellence in the field of parks and recreation management and an Illinois Distinguished Accredited Agency.

## LET'S FIND THE BEST SOLUTION FOR YOUR BUSINESS!

For custom options or to learn more about our sponsorship opportunities, contact Amy Lewandowski, Director of Marketing & Community Engagement, at [alewandowski@ahpd.org](mailto:alewandowski@ahpd.org) or 847.506.7141.

## AHPD Demographics

Based on 2022 Census Data



### Population

74,000+



### Age

Under 5 | 6.5%  
Under 18 | 23.2%  
18-65 | 50.9%  
Over 65 | 19.4%



### Race & Hispanic Origin

White | 78.8%  
Black or African American | 2.7%  
Asian | 10.5%  
Two or More Races | 5%  
Hispanic or Latino | 9.1%



### Education

High School Graduate or Higher | 96.3%  
Bachelor's Degree or Higher | 59.5%



### Income

Median Household Income | \$106,996

# Print Advertisement



## Program Guide

Three Guides | Fall, Winter/Spring & Summer  
 Mailed to 35,000+ Households  
 Over 15,000 Online Impressions Per Guide  
 Back Cover | \$3,000  
 Inside Half Front or Back Cover | \$2,000  
 Inside Quarter Front or Back Cover | \$1,500  
 One Page Internal Ad | \$1,000  
 Half Page Internal Ad | \$750  
 Quarter Page Internal Ad | \$500  
 Discounts are available if you secure multiple seasons.

**LET US HOST YOUR NEXT EVENT.**

Let ALGC take the mess and stress out of planning your next celebration

- Birthday Parties
- Graduation Parties
- Baby Showers
- Meetings
- Outings

Learn more at [ahpd.org/algc](http://ahpd.org/algc)

**YOUR BRAND HERE**

**Program Guide Inside Back Cover**



## Banners

### Gymnasiums

Available Locations | Camelot and Pioneer  
 Branding Reach | 30,000+  
 Banner Size | 4' H x 8' W  
 6 Months | \$600  
 12 Months | \$1,000  
 Availability | Limit 2 Per Gym



## Ball Fields

Available Locations | Melas Sports Complex and Centennial Park  
 Branding Reach | 50,000+  
 Banner Size | 12' W x 6' H  
 8 Months  
 \$1,300 for Melas Sports Complex  
 \$800 for Centennial Park  
 Availability | Limit 1 Per Field





### Pickleball Courts

Available Locations | Volz and Dryden Parks

Branding Reach | 25,000+

Banner Size | 3' H x 6' W

8 Months | \$2,500

Availability | Limit 2 Per Site



Pickleball Courts



Outdoor Pool



### Pools

Available Locations | Camelot, Frontier, Heritage, Pioneer and Recreation Pools

Branding Reach | 19,000+ Average Per Pool

Banner Size | 3' H x 6' W

3 Months | \$1,000

Availability | Limit 1 Per Pool

## Digital Media



### E-Newsletter

Monthly

25,000+ Subscribers

54% Average Open Rate

Ad Size | 1,000px X 300px

\$250 Per Month

### Website Ads

Monthly, 3 Months or 6 Months

Average of 1.5 Million Page Views Annually

Ad Size | 640px X 300px

\$150 Monthly | \$400 for 3 Months | \$750 for 6 Months

# Special Events

## Small Scale | 25-250 Projected Attendees

Price Per Event

### Basic | \$100

- Ability to be on-site for event

### Supporting | \$250

- Ability to be on-site for event
- Logo on website

### Presenting | \$500

- Ability to be on-site for event
- Logo on promotional materials, event signage and website (linked to webpage of choice)

Examples:

*Valentine's Day Dance & Dessert*

*Pool Egg Hunt*

*All Hallows Eve*



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## Mid-Scale | 250-500 Projected Attendees

Price Per Event

### Basic | \$250

- Ability to be on-site for event

### Supporting | \$500

- Ability to be on-site for event
- Logo on website

### Presenting | \$750

- Ability to be on-site for event
- Logo on promotional materials, event signage and website (linked to webpage of choice)

Examples:

*Kid's Concert Series*

*Community Concerts*

*Movies in the Park*

*Plan to Plan Every Day: Pop-Ups in the Park Program*



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## Large Scale | 500-1,000+ Projected Attendees

Price Per Event

### Basic | \$500

- Ability to be on-site for event

### Supporting | \$750

- Ability to be on-site for event
- Logo on website

### Presenting | \$1,000

- Ability to be on-site for event
- Logo on promotional materials, event signage and website (linked to webpage of choice)

Examples:

*Picnic in the Park*

*National Night Out*

*Irish Fest*

*BBQ, Bands & Brews*

*Trunk or Treat*

*Winter Frostival*



# Arlington Heights Park Foundation

*For people WHO LOVE their parks.*



The Arlington Heights Park Foundation (AHPF) is a 501 (c)(3) nonprofit and is the official philanthropic partner of the Arlington Heights Park District. Founded in 2001, AHPF enriches the District's top-rated parks, facilities and programs through the support of citizens, park lovers, stewards of nature and conservationists.

## **MONIES RAISED HAVE BENEFITED:**

- Defibrillators at Facilities
- Youth Outreach Programs
- Lightning Detection in Parks
- Special Events & Programs
- Memorial Park Improvements
- Emerald Ash Borer Tree Replacement
- Drinking Fountain at Prairie Park
- Pontoon Pedal Boat at Lake Arlington
- Gator Utility Vehicle at Lake Arlington
- Recycling Cans
- Flag Brochure
- Mile Markers in Parks
- Aqua Scramble Activity
- Scholarships for C.A.P. Program
- Free WIFI at Multiple Park District Facilities
- Recreation Vehicle Marketing Wrap
- Epson Smart Board projection system at the Historical Museum
- Memorial Park Commemorative Bricks
- Movie Screen and Projector



Aqua Scramble Activity

AHPF is currently raising funds for the District's first fully accessible playground for people of all abilities.

## **What is an all-inclusive Playground?**

An all-inclusive playground is an open safe space carefully designed to promote play among children of differing abilities, ages, and communities. It gives children with and without any disability the same platform to play while breaking down barriers, both physically and socially. It is an intergenerational initiative that impacts many people in the community, such as people with disabilities, veterans, seniors, and families. Not your typical playground; an all-inclusive playground has specific design structures to allow people in wheelchairs or with other devices to access features.

## **Benefits of an all-inclusive playground.**

An all-inclusive playground has many benefits. It can increase physical activity to help fight childhood obesity. Children will gain confidence and increase self-esteem when they master an activity unavailable on a traditional playground. The playground's multisensory experiences help build a child's brain more quickly, and the unique play structures allow children's imaginations to grow. Outside activity helps to boost mood, reduce stress and increase happiness. Children build social skills and friendships when playing together. An all-inclusive playground brings people together, creating a sense of belonging. It is a free activity and an opportunity for parents, grandparents, or caregivers to engage with children through play.



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## Events

### Golf Outing

Thursday, October 3  
Arlington Lakes Golf Club  
Promotional Reach | 50,000+

Registration & Breakfast | 9AM  
Shotgun Start | 10AM  
Lunch Served on the Course | 12PM  
Appetizers & Awards | 3PM

Sponsorships Vary from \$150-\$2,500  
Benefits Include Based on Level:  
Recognition on promotional materials,  
complimentary registrations, logo on tee boxes  
on holes, signage on golf carts and so much more.



### Pickleball in the Park Tournament

Sunday, May 19  
Dryden Park

Promotional Reach | 75,000+  
Division levels from 2.5-4.0, round robin  
tournament format, teams of 2 and 5 games  
guaranteed

For more information on opportunities to support and partner with the Arlington Heights Park Foundation, contact Amy Lewandowski, Director of Marketing & Community Engagement, at [alewandowski@ahpd.org](mailto:alewandowski@ahpd.org) or 847.506.7141.