



Naperville Park District™

# Sponsorship & Advertising OPPORTUNITIES

*Connecting your brand with the Naperville community*



**LET US FIND THE BEST SOLUTION FOR YOUR BUSINESS!**

To learn more about the Naperville Park District's sponsorship and advertising opportunities, please contact **Stacey Fontechia, Sales & Sponsorship Manager**, at 630-848-3575 or at [sfontechia@napervilleparks.org](mailto:sfontechia@napervilleparks.org)





**C**onnect your organization's brand with a well-known and respected one like the Naperville Park District's and reach a large, active and diverse audience.

Thousands of participants are served annually through the Park District's 7,500 recreational classes, teams, events, and performances annually. Visitors also can enjoy 138 parks with diverse amenities as well as facilities like Fort Hill Activity Center, Knoch Knolls Nature Center, Springbrook and Naperbrook Golf Courses, historic Centennial Beach, the Paddleboat Quarry, the Millennium Carillon in Moser Tower and the beautiful downtown Riverwalk. Residents learn more about Park District programs, events and facilities through [napervilleparks.org](http://napervilleparks.org), the digital *Program Guide*, which is published each quarter, and through social media channels, Facebook, Twitter, YouTube and Instagram.

**ENGAGE THE COMMUNITY THROUGH ONE OF OUR POPULAR DIGITAL OFFERINGS:**



**DIGITAL PROGRAM GUIDE ADVERTISING**

Reach an active and engaged audience through one of the biggest and most impactful promotional tools of the Naperville Park District. Your ad will appear in the virtual *Program Guide* which receives over 700,000 total views per season. The guide is published quarterly. Advertising in the *Program Guide* will help you build and maintain brand recognition around the community and inform residents about your business and its product or services. All ads are full color and redirect to your webpage!

**DIGITAL SCREEN ADVERTISING**

**• FORT HILL ACTIVITY CENTER**

:30-second commercial played or :30-second still image displayed on four monitors throughout the facility with 384,000 visitors annually



**• OTHER FACILITIES**

:30-second commercial played or :30-second still image displayed on 1 monitor at Springbrook Golf Course, Naperbrook Golf Course or Centennial Grill

**WEBSITE ADVERTISING**

The Park District's main website is a great resource for residents to learn about the many programs and events that the Park District hosts each season. There are more than 50,000 visits to [napervilleparks.org](http://napervilleparks.org) on a monthly basis. Integrate your brand with ours through digital website advertising. Your digital ad will be viewed an average of 600,000 times throughout the year and be seen by thousands of Park District participants and guests.



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*At DICK'S Sporting Goods we are committed to partnering with and supporting teams, leagues and athletes in the communities we serve. Our partnership with Naperville Park District helps ensure continued opportunities for youth sports participation and exclusive DICK'S Sporting Good offers for Park District families to utilize throughout the year for all of their seasonal needs. – Elizabeth Horan, Community Marketing Manager Dick's Sporting Goods*

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The Naperville Park District offers a variety of different seasonal events each year for kids through adults of all ages – many of which are free to attend. Your event sponsorship provides your business with the following exposure:

- Tabling opportunity at the event with your marketing materials and promotional items
- Your logo will be placed on the following marketing materials: *Program Guide* (700,000 impressions seasonally), Website (50,000 impressions monthly), Posters (thousands of views across our facilities).



**NEW! JUNIOR GOLFPALOOZA**

- DATE: Mid-April
- Up to 90 youth participants & their parents/guardians
- TARGET AUDIENCE: Golfers ages 5-17

**KITE FLY**

- DATE: Early June
- Approximately 5,500 attendees
- TARGET AUDIENCE: Preschool-8th grade kids & families

**CONCERTS IN YOUR PARK**

- Sunday evenings – June through July
- Approximately 300–500 attendees per date
- TARGET AUDIENCE: Families with kids of all ages, adults & active seniors



**CHILDREN'S LUNCH HOUR ENTERTAINMENT**

- Select Tuesday afternoons in June and July
- Approximately 200-300 attendees per date
- TARGET AUDIENCE: Preschool/kindergarten kids & families



**A NIGHT AT THE MOVIES**

- Select Friday evenings – June through September
- Approximately 300–500 attendees per movie
- TARGET AUDIENCE: Families with kids of all ages, adults & active seniors

**WONDERFUL WORLD OF WHEELS**

- DATE: September
- Approximately 300–400 attendees
- TARGET AUDIENCE: Preschool and kindergarten kids & families

**HALLOWEEN HAPPENING**

- DATE: Late October
- Approximately 6,000 attendees
- TARGET AUDIENCE: Preschool-5th grade kids & families

**SANTA'S NAPERVILLE WORKSHOP**

- DATE: End of November–December
- Special Needs Days, Military and First Responders Days and Pet Day
- TARGET AUDIENCE: Families with kids of all ages, adults & active seniors

**NEW! DONUTS WITH SANTA**

- DATE: Early December
- Approximately 250 families
- TARGET AUDIENCE: Young kids, adults & active seniors

**NAPERVILLE COMMUNITY**  
*Fireworks Show*

- DATE: July 4, 2025 at 9:30 pm
- LOCATION: Frontier Sports Complex
- 1,000+ patrons
- TARGET AUDIENCE: Families with kids of all ages, adults & active seniors

- **Grand Finale Title Sponsor** (1 available)  
*Named as the exclusive title sponsor of Naperville's Fourth of July fireworks show*
- **Stars & Stripes Sponsor** (3 available)
- **Sparkler Sponsor** (5 available)

**SPONSOR LOGO APPEARS ON THE FOLLOWING LEADING UP TO THE EVENT:**

- ● ● • Naperville Park District Program Guide (Spring and Summer)
- ● ● • Home page (Grand Finale Title Sponsor only) and event page at [napervilleparks.org](http://napervilleparks.org) with link to sponsor's business page
- ● ● • Social media (both pre- and post-event)
- ● ● • Outdoor digital marquees (4 locations)
- ● ● • Indoor digital signage
- ● ● • Email marketing promoting event (one designated email and May, June, and July mention in Rec News)
- ● ● • Any printed materials promoting the event
- ● ● • Recognition in event press release
- ● ● • 2 feather banners displayed at Frontier Sports Complex three weeks prior to event
- ● ● • VIP parking (for 3 vehicles) at Park District's South Maintenance Facility
- ● ● • City of Naperville will promote the fireworks event across their communication channels



**NAPERVILLE YOUTH SOCCER**

(10,000 PLAYERS/YEAR)

**PRESENTING SPONSOR**

- Logo inclusion on all marketing materials
- Logo inclusion in all program-specific email communications
- Listed as presenting sponsor on [napervilleparks.org](http://napervilleparks.org) and in the *Program Guide*
- Logo on team schedule listed online
- Opportunity to distribute materials at coaches' meetings
- 6x4 banner displayed at Nike Sports Complex, Commissioners Park, and Frontier Sports Complex from April 1- November 30
- Inclusion in the NYS newsletter, 2x/season

**CO-SPONSOR**

- Logo in Naperville Youth Soccer newsletter
- Logo on youth basketball page of [napervilleparks.org](http://napervilleparks.org)

**NAPERVILLE YOUTH BASKETBALL**

(2,000 PLAYERS/YEAR)

**PRESENTING SPONSOR**

- Logo inclusion on all marketing materials
- Logo inclusion in all program-specific email communications
- Listed as presenting sponsor on [napervilleparks.org](http://napervilleparks.org) and in the *Program Guide*
- Logo on team schedule listed online
- Opportunity to distribute materials at coaches' meetings
- Pull-up banner displayed on game days at Fort Hill Activity Center
- Opportunity to display branded tablecloth on scorekeeper's table (2 tables total)

**CO-SPONSOR**

- Logo on youth basketball page of [napervilleparks.org](http://napervilleparks.org)

**GYMNASTICS**

(4,500 GYMNASTS/YEAR)

**PRESENTING SPONSOR**

- Logo on all marketing materials
- Logo inclusion in all program-specific email communications
- Listed as presenting sponsor on [napervilleparks.org](http://napervilleparks.org) and in the *Program Guide*
- Logo on team schedule listed online
- Logo displayed on the outside wall of the gymnastics studio listed as presenting sponsor of the program

**CO-SPONSOR**

- Logo on gymnastics promotional flyers
- Logo on gymnastics page of [napervilleparks.org](http://napervilleparks.org)





**NFL FLAG FOOTBALL**

(700 PARTICIPANTS/YEAR)

**PRESENTING SPONSOR**

- Logo inclusion on all NFL Flag football materials, print and digital
- Opportunity to be included in email blasts to participants
- Logo displayed in *Program Guide* on Flag Football Page
- 6'x4' banner hung at Commissioners Park synthetic turf field from April 1-November 30



**TENNIS & PICKLEBALL**

(2,000 PARTICIPANTS/YEAR)

**PRESENTING SPONSOR**

- Logo included in all marketing materials pertaining to tennis and pickleball
- Logo included in email marketing, *Program Guide* and napervilleparks.org
- Opportunity to have a table quarterly at the field of your choice or at Fort Hill Activity Center during open pickleball

**MUDRATS SWIM TEAM**

(125 PARTICIPANTS/YEAR)

**PRESENTING SPONSOR**

- Logo on the back of the Mudrats Swim Team Shirts
- Logo inclusion in the *Program Guide* on the Mudrats Swim Team Page
- Logo inclusion on Mudrats Swim Team page on the Centennial Beach website
- Logo on over 700 swim-bag tags



**ADULT SPORTS LEAGUES**

(1,600 PARTICIPANTS/YEAR)

**PRESENTING SPONSOR**

- Logo included in all marketing materials pertaining to tennis and pickleball
- Logo included in email marketing, *Program Guide* and on napervilleparks.org
- Opportunity to set up an information/display quarterly at field of your choice

**NEUROFLX FITNESS**

(125 PARTICIPANTS/YEAR)

**PRESENTING SPONSOR**

*Fitness program that enables people living with neurological conditions to achieve a better quality of life.*

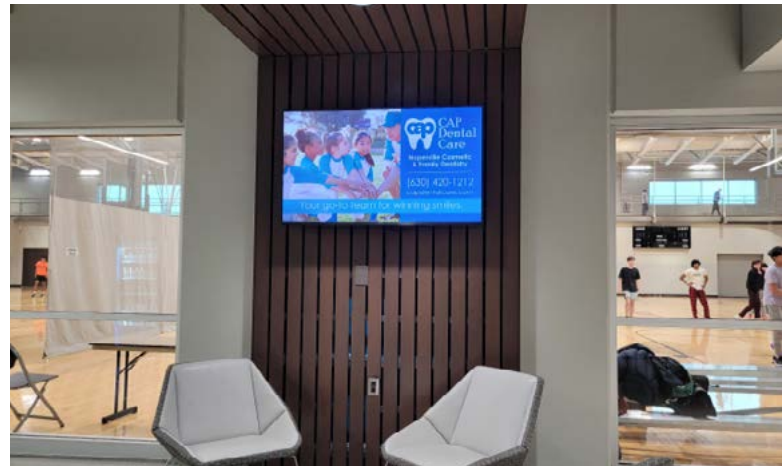
- Logo on NeuroFLX page of napervilleparks.org
- Logo inclusion on the NeuroFLX page on the Fort Hill Fitness website
- Opportunity to have your marketing material/flyer distributed quarterly to NeuroFLX Fitness participants



**FORT HILL ACTIVITY CENTER**

(384,000 VISITORS/YEAR)

- **WALKING TRACK SIGNAGE**  
3-year contract  
Reach up to 10,000 track users per month
- **BASKETBALL COURT WALL SIGNAGE**  
3-year contract - \$10,500 (\$3,500/year)
- **DIGITAL SCREEN ADVERTISING**  
:30-second commercial played or :30-second still image displayed on four monitors throughout the facility
- **CHILDCARE PLAY AREA SIGNAGE**
- **HOPSCOTCH W/ SPONSOR LOGO**  
April–November  
Located on the sidewalk near the front entrance



**CENTENNIAL BEACH**

(150,000 VISITORS/SEASON; MEMORIAL DAY–LABOR DAY)

- **DIGITAL SCREEN ADVERTISING**  
:30-second commercial played or :30-second still image displayed at the Centennial Grill concessions stand
- **3 FEATHER BANNERS**  
Banners are displayed throughout the Beach facility
- **HOPSCOTCH W/ SPONSOR LOGO**  
Located on the sidewalk near the sand area
- **BAGS GAME SPONSOR**  
Located near the north entrance of the Beach
- **6'X4' BANNER (1 available)**  
Located inside the facility and posted on the northwest corner of the fence near the volleyball courts



 Popular sponsor choice



**PADDLEBOAT QUARRY RENTALS**

(20,000 VISITORS/YEAR; MAY–SEPTEMBER)

• **7 PADDLEBOAT DECALS**

8” circular boat decals affixed to 7 paddleboats

• **14 BOAT DECALS**

8” circular boat decals affixed to 14 paddleboats and one 18” circular ground decal installed on the walkway to the paddleboats for the duration of the sponsorship

**KNOCH KNOLLS NATURE CENTER**

(22,000 VISITORS/YEAR)

• **EXHIBIT NAMING RIGHTS**

Receive exhibit naming rights throughout the facility, including the fish tank, learning stations and animals

**PLAYGROUND & PARK GROUND DECALS**

• **COMMUNITY PARK**

18” circular ground decal featuring your logo and placed on the sidewalk leading up to the playground. Available at the following locations: Wolf’s Crossing Community Park, Ashbury Park, Meadow Glens, Dorothea Weigand Riverfront Park, Winding Creek Park, Pioneer Park, Seager Park, Arrowhead Park and Country Lakes Park

• **NEIGHBORHOOD PARK**

18” circular ground decal featuring your logo placed on the sidewalk leading up to the playground

• **TENNIS & PICKLEBALL COURTS**

18” circular ground decal featuring your logo placed on the sidewalk leading up to the courts. Available at Nike Sports Complex, Knoch Park, Wolf’s Crossing Community Park, Frontier Sports Complex and DuPage River Sports Complex

**FACILITY SPONSORSHIP & NAMING RIGHTS**

Please inquire for additional details.

★ **SPORTS FIELD BANNERS**

(APRIL 1–NOVEMBER 31)

• **SPORTS FIELDS**

6’x4’ banners available at Nike Sports Complex, Commissioners Park, Knoch Park, DuPage River Sports Complex Frontier Sports Complex and Wolf’s Crossing Community Park

• **KNOCH PARK TURF FIELD**

6’x4’ banners available at Knoch Park Turf Field

★ **HOPSCOTCH DECAL**

(APRIL INSTALLATION)

• **HOPSCOTCH W/ SPONSOR LOGO**

Available at Nike Sports Complex, Commissioners Park, Knoch Park, DuPage River Sports Complex Frontier Sports Complex and Wolf’s Crossing Community Park



★ Popular sponsor choice



**SPRINGBROOK & NAPERBROOK GOLF COURSES** (84,000 ROUNDS/YEAR)

**BROOKS GOLF TOURNAMENT SERIES SPONSOR**

**(1 available)**

- Logo inclusion on all golf marketing materials
- Advertising on [golfnaperville.org](http://golfnaperville.org) website
- TV advertising on both Springbrook and Naperbrook clubhouse TVs
- Golf Cart GPS advertising
- Recognition in e-mail blasts
- Banner posted at the range
- Quarterly *Program Guide* recognition
- On-site activation at all Brooks Tournaments

**BROOKS TOURNAMENT SPONSOR**

**(1 available)**

- Logo inclusion on tournament posters, website, and all marketing materials
- On-site activation at all Brooks Tournaments

**GOLF ADVERTISEMENT SPONSOR**

**(Multiple available)**

- TV advertising on both Springbrook and Naperbrook clubhouse TVs
- 300x250 ad on our [golfnaperville.org](http://golfnaperville.org) website
- 1 email blast per year
- Golf Cart GPS Advertising

**TOURNAMENT BAG SPONSOR**

**(1 available)**

- Sponsor provides bags (up to 150) for tournament along with marketing materials, brochures, and promotional items for the golfers
- Tabling opportunity on the morning of tournament to hand out materials and interact with our golfers

**TOURNAMENT HOLE SPONSOR**

**(Multiple available)**

- Logo inclusion on promotional poster specific to the tournament hole sponsorship, website, and activation at that tournament
- Table and chairs provided near check-in and an opportunity to engage with tournament

**RANGE TARGET SPONSOR**

**(2 available per facility)**

**GOLF CART GPS ADVERTISING**

- Ad will appear on our golf cart GPS system as it arrives to (1) hole at both Springbrook and Naperbrook

**DIGITAL SCREEN ADVERTISING**

- :30-second commercial played or :30-second still image displayed in both of the golf course clubhouses





**★ REC NEWS EMAIL BLAST**

(25,000 MONTHLY SUBSCRIBERS)

- 700x200 px ad; one sponsor per monthly email

**DANCE RECITAL**

(650 DANCERS)

**PRESENTING SPONSOR**

- Logo inclusion on all marketing materials
- 1/2 page ad in *Program Guide*
- 2 coroplast signs leading up to North Central College's Pfeiffer Hall on day of recital

**DANCE RECITAL PROGRAM ADS**

**• FULL PAGE**

Includes 300x250 px ad on Naperville Dance Academy website from April-June

**• 1/2 PAGE**

Includes logo on Naperville Dance Academy website from April-June

**• 1/4 PAGE**

Includes mention of sponsor on Naperville Dance Academy website from April-June

**PRESCHOOL**

(250 STUDENTS)

**PRESENTING SPONSOR**

- Logo inclusion on all preschool marketing materials
- Opportunity to host a table during preschool open house
- Opportunity to distribute flyers to parents and participants quarterly

**CO-SPONSOR**

- Opportunity to distribute flyer to parents quarterly

**SUMMER CAMPS**

(2,500 CAMPERS)

- Opportunity to include a coupon that will be sent home with participants 2x/month (4 total)

**KID'S NIGHT OUT**

(60 PARTICIPANTS/MONTH)

**PRESENTING SPONSOR**

- Opportunity to have logo included on all Kids' Night Out marketing materials, including the virtual *Program Guide* and flyers distributed at each monthly event.

**CO-SPONSOR**

- Opportunity to distribute flyer to parents quarterly

**NAPERVILLE PARK DISTRICT**  
*Fee Assistance Program*

**More Naperville residents than you might think are facing financial hardship.** The Naperville Park District's Fee Assistance Program gives those with financial needs the benefits of recreation.



**YOUR SPONSORSHIP CAN** *Make a Difference*

- **Associate**  
Provides a 1 day program for 10 people
- **Friend**  
Provides 5 participants a year of activity
- **Partner**  
Provides 15 participants multi-day programs

Sponsors are recognized in the winter digital *Program Guide* and on the Fee Assistance Program webpage of [napervilleparks.org](http://napervilleparks.org)

★ Popular sponsor choice