

GENESEO PARK DISTRICT PARTNERSHIP PROGRAM

Partnering with Geneseo Park District offers an affordable and effective way to attain greater visibility within the community.

YOUR PARK DISTRICT

The Geneseo Park District Board works to provide the best possible park and recreation services to our residents and visitors. Our community is extremely lucky to have facilities available where people can play, relax and learn.

WHY BECOME A PARK PARTNER?

INCREASE BUSINESS VISIBILITY By becoming a Park Partner, your business can be featured in promotional materials such as signs, social media, Central Theater Preshow, Center Monitors, Digital Marquee and Park District publications that reach thousands of patrons in our community.

CONNECT WITH THE COMMUNITY The Park District offers events and programs that promote healthy, active lifestyles and fun for all ages! Choose from a variety of Park District events or programs that connect with targeted audiences. Partnerships can also include opportunities to directly interact with event participants.

FIND THE RIGHT FIT Find the right fit for your budget. Our flexible options offer opportunities for businesses of all sizes. Businesses can choose to become a Park Partner by selecting a package that best fits their budget.

HOW DO I BECOME A PARK PARTNER?

There are many ways you can partner with the Park District to ensure the greatest visibility for your company. Pick an event and level that best fits your business needs.

67,000+	Average visits to the Geneseo Community Center each year
19,750+	Visits to the Aquatic Center each year
13,000+	Average visits to Central Theater each year
9,000	Brochures printed every season (3 times/year)
2,300+	Email Subscribers
2,900+	Interactive Facebook followers

These numbers are expected to increase annually.



The mission of the Geneseo Park District is to enhance the quality of life in our community by providing a positive recreational experience for all.



GENESEO PARK DISTRICT PARTNERSHIP PROGRAM

WINTER/SPRING *January - May*

FREE EVENTS

ST. PATRICK'S DAY SKATE | *March*

Average attendance: 75 Skaters *plus spectators*

Sponsorship Deadline: October

A great way to exercise and have **FREE** fun with your friends & family. Bring your own skates or rent skates from The Center

EASTER EGG HUNT | *April*

Average attendance: 200 Kids

Sponsorship Deadline: October

A fun family tradition! Join us at the Athletic Field for the **FREE** Annual Easter Egg Hunt. The Easter Egg Hunt is set up so your little bunny can find candy filled eggs with children of the same age.

KAYAK & CANOEING WATER SAFETY | *May*

Average attendance: 20 Kayakers

Sponsorship Deadline: October

The month of May is National Water Safety Month! Come learn more about water-related recreational activities as well as boat safety. There will be a **FREE** 1-hour educational session on the dry land, followed by a 2-hour session on the water. Bring your own kayak or canoe.

PROGRAMS

STARGUARD LIFEGUARD TRAINING | *January & April*

Average attendance: 8 / Class

Sponsorship Deadline: October

Participants learn the beginning skills required to be a lifeguard. In the event of a mishap, they are responsible for performing lifesaving activities such as resuscitation and first aid.

DADDY DAUGHTER DANCE | *February*

Average attendance: 200 Dads & Daughters

Sponsorship Deadline: October

The Geneseo Park District invites every father to take their little girl (or girls) out on a date they will never forget! This magical evening will include dinner, dancing, refreshments, games, pictures and great music.

PROGRAMS *cont.*

WINTER ROLLERSKATING | *February - April*

Average attendance: 75 Skaters / night *plus spectators*

Sponsorship Deadline: October

Saturday nights are for Skating! A great way to exercise and have fun with your friends & family. Bring your own skates or rent skates from The Center.

MOM & SON NIGHT OF FUN | *March*

Average attendance: 75 Moms & Sons

Sponsorship Deadline: October

Hey Moms, have a night out with your special man (or men). Join us at the Geneseo Park District for a St. Patrick's Day themed party. This magical evening will include dancing, pictures and great music.

SPRING BREAK CAMP | *March*

Average attendance: 15 Kids

Sponsorship Deadline: October

Your kids can enjoy their spring break with friends at the Geneseo Park District's Spring Break Camp! Park District will offer a camp Monday - Friday during Spring Break with games, activities, swimming and more. Campers must bring a sack lunch.

PRESCHOOL SOCCER LEAGUE | *Spring*

Average attendance: 40 Players *plus spectators*

Sponsorship Deadline: October

Pass, dribble, shoot, score...have fun while learning basic soccer skills and working together as a team. Coach scheduled practices will be held weekly, with games held on Sundays.

COMMUNITY GARDEN | *April - September*

18 Garden Plots

Sponsorship Deadline: October

Community Gardens are beneficial to the environment, the health and wellbeing of community members and build a greater feeling of community. We are also creating an opportunity for kids to learn and grow through gardening, engaging their natural curiosity and wonder.



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SUMMER *June - August*

FREE EVENTS

SUMMER MOVIE SERIES | *June, July & August*

Average attendance: 50 / Night 4 movies nights scheduled

Sponsorship Deadline: March

The Geneseo Park District brings **FREE** family friendly movies outdoors. Join your friends and family for a movie at the Athletic Field or Aquatic Center.

COMMUNITY CAMP OUT | *July*

Average attendance: 20 Campers

Sponsorship Deadline: March

Bring a tent, chairs & other outdoor camping supplies you may need and join the Geneseo Park District with this fun **FREE** campout! Food and drinks for supper, games & music around a campfire will be provided. Plus join your friends for the Outdoor Summer Movie Series at dusk.

BACK TO SCHOOL BASH | *August*

Average attendance: 125 Kids & Adults

Sponsorship Deadline: March

Come out to the Athletic Field with the Geneseo Park District for one last **FREE** Summer Bash before the new school year begins. Popcorn & Drinks will be provided.

PROGRAMS

SUMMER DAY CAMP | *Summer*

Average attendance: 65 Kids

Sponsorship Deadline: March

The Geneseo Park District Summer Day Camp will offer endless opportunities for your child to have a fun and memorable summer. Children at Camp will utilize the Aquatic Center, sports, crafts, games, field trips and even have access to Central Theater for special movie days.

Prairie Fire Theater Camp | *Summer*

Average attendance: 50 Actors *plus spectators*

Sponsorship Deadline: March

Two professional actor/directors from Prairie Fire will audition and cast local youth, everyone receives a part. After rehearsing for 4 days, the cast will perform the musical two times for the community. Participants experience the excitement of producing a musical while working and learning together.



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FALL *September - December*

FREE EVENTS

ENVIRONMENTAL DAY | *September*

Average attendance: 20 Hikers

Sponsorship Deadline: June

Come experience the beautiful natural features of the Giant Goose Conservation Club while enjoying a wonderful **FREE** outdoor educational experience.

SPOOKTACULAR SKATE | *October*

Average attendance: 75 Skaters *plus spectators*

Sponsorship Deadline: June

A great way to exercise and have **FREE** fun with your friends & family. Bring your own skates or rent skates from The Center.

JINGLE BELL SKATE | *December*

Average attendance: 75 Skaters *plus spectators*

Sponsorship Deadline: June

A great way to exercise and have **FREE** fun with your friends & family. Bring your own skates or rent skates from The Center.

STORIES IN THE PARK | *October*

Average attendance: 20 Listeners

Sponsorship Deadline: June

Bring your child to Anderson Memorial Park to enjoy **FREE** seasonal stories and marshmallows around a cozy campfire.

TURKEY TROT | *November*

Average attendance: 50 Runners *plus spectators*

Sponsorship Deadline: June

The Geneseo Park District brings you the Annual **FREE** Turkey Trot. Race against your friends for a chance to win a turkey! Participants are divided into 3 groups by grade. *3 winners per age group.*

FREE EVENTS cont.

SANTA AT THE CENTER | *December*

Average attendance: 90 Kids *plus parents*

Sponsorship Deadline: October

The best holiday memories come from the **FREE** annual trip to see Santa at the Geneseo Community Center. Children of all ages can share their holiday wish list and have their picture taken with Santa and his elves.

PROGRAMS

PRESCHOOL SOCCER LEAGUE | *Fall*

Average attendance: 40 Players *plus spectators*

Sponsorship Deadline: June

Pass, dribble, shoot, score...have fun while learning basic soccer skills and working together as a team. Coach scheduled practices will be held weekly, with games held on Sundays.

Flag Football | *Fall*

Average attendance: 100 Players *plus spectators*

Sponsorship Deadline: June

The strong tradition of Geneseo Football continues! Coaches will teach or fine tune new and experienced players' basic skills of stance, throwing and catching a football, running routes & playing defense through a



GENESEO PARK DISTRICT PARTNERSHIP PROGRAM

An affordable brand awareness strategy for your marketing plan.
Choose a program and select a partnership level.

RECOGNITION OPPORTUNITIES

\$1000

\$500

Select Your Level ☐ ☐

Verbal recognition <i>at event or program</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Park District provided event photos & information <i>sent to Park Partner via email</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(4) Complimentary Daily Park District Passes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NAME FEATURED IN		
Event Description as ' <i>Sponsored in part by</i> '	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Partnership Page & link throughout partnership year	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Posters & Fliers	<input type="checkbox"/>	<input checked="" type="checkbox"/>
T-shirts as ' <i>Sponsored in part by</i> ' (back) <i>Valid only on the Flag Football and Preschool Soccer Program Partnership.</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Playbill <i>back page, only valid on Theatre Camp program partnership²</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Electronic News with link	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Event slide on Center Monitors AND Central Theater Preshow	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marquee as ' <i>Sponsored in part by</i> '	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Linked on Facebook & Twitter <i>to Park Partner Facebook and/or Twitter</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO FEATURED IN or ON		
Event Description as ' <i>Sponsored in part by</i> '	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Partnership Page & link throughout partnership year	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Posters & Fliers	<input checked="" type="checkbox"/>	<input type="checkbox"/>
T-shirts as ' <i>Sponsored in part by</i> ' (back) <i>Valid only on the Flag Football and Preschool Soccer Program Partnership.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Playbill <i>back page Valid only on the Prairie Fire Children's Theatre Program Partnership.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Electronic News with link	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Event slide on Center Monitors AND Central Theater Preshow	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Theatre Tickets <i>reverse side Valid only on the Prairie Fire Children's Theatre Program Partnership.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DAY-OF OPPORTUNITIES		
Ability to attend the event/program and provide age appropriate promo items or handouts to participants <i>includes table & two chairs if needed</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ADVERTISING OPPORTUNITIES		
Business/Organization slide on Center Monitors AND Central Theater Preshow <i>1-month advertising & no design fees, \$150 value</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business/Organization slide on Center Monitors AND Central Theater Preshow <i>1- year, includes monthly advertising changes & no design fees, \$700 value</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



GENESEO PARK DISTRICT

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Sign me up!

Yes! I'd like to partner with the Geneseo Park District!

EVENT/PROGRAM INFORMATION

Event/Program Name: _____

Partnership Level ☐ \$1000 ☐ \$500

☐ I/We would like to Volunteer at this event

PARTNER INFORMATION

Business/Organization: _____

Date: _____

Contact Name: _____

Address: _____

City: _____ State: _____

Zip: _____

Phone: _____ Email: _____

Website: _____

Facebook Page: _____

BUSINESS/ORGANIZATION LOGO

☐ Sent both B&W & Color Logos (if applicable)

Send all artwork to anelms@geneseoparkdistrict.org

PAYMENT INFORMATION

☐ Payment enclosed

☐ Bill us at the address listed above

Please make checks payable to the Geneseo Park District

**For more information or to submit the
Commitment Form...**

Contact:

Geneseo Park District
Attn: Anne Nelms
541 E. North Street
Geneseo IL, 61254
anelms@geneseoparkdistrict.org
p: (309) 944-5695
f: (309) 944-8395

ADDITIONAL INFORMATION, COMMENTS OR NOTES: _____

