

# 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
2,200+	Email Subscribers
3,400+	Interactive Facebook followers
3,100+	Average Tweet Impressions
1,000+	Instagram Followers



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 ROLLER-SKATING | *January - March*

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.



## GENESEO PARK DISTRICT

# PARTNERSHIP PROGRAM

SUMMER *June - August*

### FREE EVENTS

#### OUTDOOR SUMMER MOVIE NIGHT | *Summer*

Average attendance: 50 / Night

*Park Partner to select 1<sup>st</sup> & 2<sup>nd</sup> date choice. The Park District will do our best to fulfill the date request.*

*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 and enjoy **FREE** popcorn.

#### 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.





# GENESEO PARK DISTRICT PARTNERSHIP PROGRAM

**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 variety of station drills & informal play.



# 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"/>
<b>NAME FEATURED IN</b>		
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 partnership<sup>2</sup></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, Instagram & Twitter <i>to Park Partner Facebook, Instagram and/or Twitter</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>LOGO FEATURED IN or ON</b>		
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"/>
Popcorn Bags <i>Valid only on the Summer Movie Night Partnership.</i>	<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"/>
<b>DAY-OF OPPORTUNITIES</b>		
Ability to attend the event/program and provide age appropriate promo items or handouts to participants <i>includes table &amp; two chairs if needed</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>ADVERTISING OPPORTUNITIES</b>		
Business/Organization slide on Center Monitors AND Central Theater Preshow <i>1-month advertising &amp; 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 &amp; no design fees, \$700 value</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



## GENESEO PARK DISTRICT

# PARTNERSHIP PROGRAM

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](mailto: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](mailto:anelms@geneseoparkdistrict.org)  
p: (309) 944-5695  
f: (309) 944-8395

ADDITIONAL INFORMATION, COMMENTS OR NOTES: \_\_\_\_\_

\_\_\_\_\_

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