

SPONSORSHIP OPPORTUNITIES

at the Glenview Park District





Get to Know the Glenview Park District

Approaching almost 100 years of history, the Glenview Park District is rich with tradition and regional pride. Our 26 beautifully diverse community and neighborhood parks and 10 specialized recreational facilities are appreciated by generations of families – together experiencing activities such as soccer tournaments, baseball games, Independence Day parades, volunteerism, summer concerts in the park, golf outings and much more.

Americans view parks and recreational services as a vital part of what makes communities vibrant and livable.

7 in 10

Americans go to their local park

83%

personally benefit from local parks

93%

Glenview residents express approval of the Glenview Park District, far surpassing state and national metrics

92%

say their communities benefit from local parks

4 in 5

agree that local parks are worth the tax dollars spent

Partnering with the park district provides a unique branding and public relations opportunity, demonstrating your business's commitment to the community. We offer a variety of opportunities and will work with you to customize a sponsorship package to meet your business needs.

Partner with us and help to create lasting memories in the Glenview community.

Our Audience

The district encompasses an area of over 17 square miles and serves the communities of Glenview, Golf, and portions of Northbrook, Northfield, Niles, Skokie, Morton Grove and Des Plaines. We offer hundreds of programs that serve our 59,000 residents, including athletics, visual and performing arts, biology, history, photography, technology, engineering and cooking classes.

Annually, our 1.7 million participants and visitors come from all over the region and are mostly consumers in their 30s-50s with lifestyles driven by shopping, education, health and wellness, and creating experiences for their families.

Glenview Resident Census Data:

Gender (Age 25+)	Age	Length of Residence	Children in HH
M – 45%	↓ 35 – 12%	↓ 10 yrs – 28%	No – 62%
F – 55%	35-44 – 18%	10-19 yrs – 26%	Yes – 38%
	45-54 – 20%	20-29 yrs – 18%	
	55-64 – 23%	30+ yrs – 28%	
	65+ – 27%		

Our exposure reaches:

1.7M

annual onsite impressions

1M

annual page views for the district website

24,000

weekly e-mail subscribers

7,000

social media followers

Naming Rights Opportunities

The Glenview Community Ice Center has been a staple of the community since 1972. Annually, the Community Ice Center attracts nearly 150,000 visitors. Naming rights opportunities within the building provide repetitive exposure to highly active participants and their families that are typically affluent and upwardly mobile. Opportunities range between \$12,500 and \$250,000 annually.





Independence Day

Every year, business and community leaders in Glenview generously donate their time and financial support to make this day special for 25,000 of our friends and families. Become a Liberty Sponsor for \$5,000! Benefits include ability to create a customized integrated brand experience at the event, verbal recognition at twilight fireworks show, signage and print recognition, four VIP parking passes for twilight fireworks show, complimentary parade float entry, website and digital recognition and more.

Glenview 3v3 Summer Soccer Fest

This tournament hosts 150 teams each year, attracting thousands of residents and attendees from North Shore and Northwest Suburbs to participate and watch. Become an Honored Co-Host for \$10,000! Benefits include title rights "(Sponsor Name) Glenview 3v3 Summer Soccer Fest", logo swag, logo on player trophies, wind flags and signage throughout the park, opportunity for onsite activation and more.

Firecracker Classic

Held at The Glen Club, the outing features 18-holes of golf, on-course activities, lunch, player awards, dinner, cocktails and a silent auction. Become our 19th Hole Sponsor for \$5,000! Benefits include beverage cart signage, a 19th Hole branded refreshment area offered to players with drinks and snacks, complimentary foursome, verbal acknowledgements during the opening and dinner ceremonies and more.

Brochure Advertising

The brochure is produced four times a year as an interactive digital guide, prominently displayed on our website throughout the season. All ads are provided a clickable link to your business website. Each brochure averages 5,000 viewers.

FULL PAGE 7.3" x 10" \$900	½ PAGE 7.3" x 5" \$600	¼ PAGE 3.6" x 5" \$300	

Dasherboard Advertising

The Glenview Community Ice Center offers dasherboard advertising displays within the ice rinks. Prices are for an annual placement and offer approximately 150,000 impressions.

Pricing + More Information

- \$1,500 for one NHL Rink ad
- \$2,500 for Rink A + B ads
- \$3,000 for Rink A + B + Studio
- \$900 for one Studio Rink ad

▼ Rink A



▼ Studio Rink



Leisureship Donations



Recreation Leisureships are scholarships available throughout the year to those families who have financial constraints. You can help with this important program by making a tax-deductible donation. Any amounts are appreciated and help support families in our community. Recognition for major partners and supporters of the Leisureship program are recognized on our website.

LINK Program Donations



Help us support expanded access to locally sourced, healthy food in our community. With your support, Link Participants are provided double their benefits at the Glenview Farmers Market, which can be used to purchase: fruits and vegetables, breads, meats, dairy products, seeds and plants that produce foods, jams, jellies, sauces and baked goods.

Participating Sponsorship



We offer the opportunity to host an interactive booth at many of our events and facilities throughout the year. Participating sponsorship allows your team to directly interact with potential customers and add value to our events through branded giveaways or participating games/activities. For an additional fee, get access to event perks—your logo and brand can be included on our website. Participating sponsorship opportunities range between \$500-\$2,000 depending on audience size, total booth time and additional promotional value add-ins.



For more information and opportunities, contact:

Roger Uy, Partnership Manager
224-521-2291
roger.uy@glenviewparks.org

