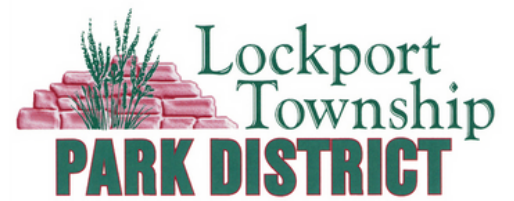


Connecting your business
with community



SPONSORSHIP & *Advertising* OPPORTUNITIES

**BOOST
YOUR ROI**

EVENTS



**COMMUNITY
ADVOCATE
PROGRAMS**

**ACTIVE
AGING**



**DIGITAL
NEWSLETTERS
SOCIAL MEDIA
E-BLASTS
VIDEO**

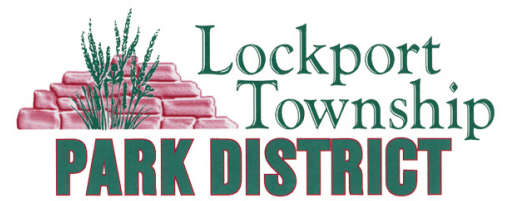


**BANNERS
POSTERS
SIGNS
DECALS**

**SPONSORSHIP THAT ENCOMPASSES ALL
BUDGETS AND DEMOGRAPHICS**

To learn more, contact Pam Hutton at
phutton@lockportpark.org
or 815-838-1183 ext. 205.

ABOUT *Us*



MISSION STATEMENT: To enrich the quality of our community by providing leisure opportunities for people to learn, play and grow.

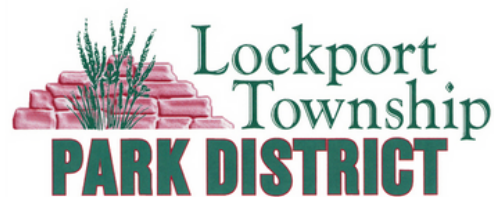
The Lockport Township Park District is a vibrant recreational and community-focused organization located within the boundaries of Lockport Township, Illinois. As part of a township—a form of local government designed to provide essential services—the Park District is dedicated to enhancing the quality of life for its residents through a wide range of recreational facilities, programs, and green spaces.

The district's boundaries encompass a diverse area that includes the city of Lockport, Crest Hill, Romeoville and a part of Homer Glen, reflecting its commitment to serving a broad and dynamic community. This strategic reach allows the Lockport Township Park District to provide accessible and enriching opportunities for recreation, fitness, and social engagement to residents of all ages and interests.



Where do we get our information? Placer.ai is a leading location intelligence platform that provides real-time insights into foot traffic, consumer behavior, and market trends. The Lockport Township Park District uses it to optimize operations, enhance marketing, and analyze our event, program and facilities. The platform offers anonymized data on visitor demographics, dwell times, and competitive benchmarking, all of which, we are happy to share with your business.

EVENT Sponsorship



Event Advertising

We offer several different seasonal events each year - many of which are free to attend.

Your logo will be placed on the following marketing materials:

- Digital: LTPD website and Calendar of Events, Facebook, Instagram, electronic sign in Dellwood Park, digital signage on TVs at Challenge Fitness and the Dellwood Park Community Center, e-blasts (approximately 14,000 emails)
- Display: School newsletters, Summer Highlights (35,000 households) and/or Golden Years Gazette (3,000 households per issue (two issues)) depending upon date of event, banners, posters at Challenge Fitness and Dellwood Park Trail bulletin boards and flyers.

Optional table opportunity at the event with your marketing materials/promo items



Black History Celebration

- Sat., Feb. 15, 2025
- Approximately 250 people
- Target Audience: Families with kids of all ages, adults and active seniors

Touch A Truck

- Mon., June 2, 2025
- Approximately 1,500 people
- Target Audience: Families with kids of all ages, adults and active seniors

Dellwood Foundation Golf Outing

- Fri., May 2, 2025
- Approximately 100 people
- Target Audience: Adults and active seniors
- Includes yard sign and digital signage at Prairie Bluff Public Golf Club



Juneteenth

- June 19, 2025
- Approximately 150 people
- Target Audience: Families with kids of all ages, adults and active seniors

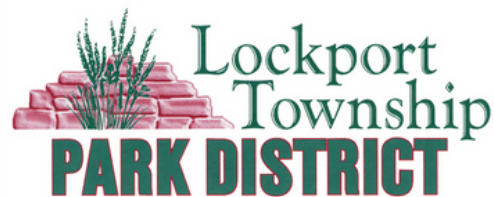


Click on event to see more details

**SPONSORSHIP THAT ENCOMPASSES ALL
BUDGETS AND DEMOGRAPHICS**



EVENT Sponsorship



Event Advertising

Wing It Wednesday

- Every Wednesday, June - Aug.
- Approximately 250-300 people
- Target Audience: Families with kids of all ages, adults and active seniors

Military History Weekend

- Sat. & Sun., Sept. 6 & 7, 2025
- Over 13,000 people in attendance over both days
- Target Audience: Families with kids of all ages, adults, active seniors and veterans



Music on the Patio

- Every Thursday, June - Aug.
- Approximately 100-150 people
- Target Audience: Adults and active seniors

Hispanic Heritage Celebration

- Sat., Sept. 20, 2025
- New event
- Target Audience: Families with kids of all ages, adults and active seniors



Will County Car Show

- Sun., Aug. 17, 2025
- Over 700 cars in attendance
- Target Audience: Families with kids of all ages, adults and active seniors

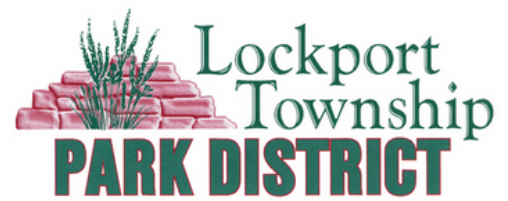
Adopt a Senior More details to come

- In collaboration with the White Oak Library
- Start advertising Nov. 1, 2025
- Approximately 270 people (2 seatings)
- Target Audience: Seniors
- Ice Rink advertising on display during the Jingle Bell Jam! concert and opening weekend of the Christmas Photo Op in the Park

[Click on event to see more details](#)

**INSTALLMENT PAYMENTS
ARE AVAILABLE ON REQUEST**

FACILITY *Advertising*



Facility Advertising

A fantastic way to advertise your brand seasonally or throughout the year. Give your business the boost it needs by reaching new consumers.



Hassert Park Concession Building

- March - October
- Banner
- Approximately 36,500 visitors
- Target Audience: Families with kids of all ages, adults and active seniors

Chaney Pool

- June - August
- Pool banner, poster in each locker room & marketing materials at door
- Daily average attendance: 225-250
- Target Audience: Families with kids of all ages and adults
- Add Heritage Falls for \$500

Heritage Falls Water Park

- June - August
- Pool banner, poster in each locker room & marketing materials at door
- Daily average attendance: 225-250
- Target Audience: Families with kids of all ages, adults and active seniors
- Add Chaney Pool for \$500

Dellwood Park

Community Center TVs

- Year round
- Approximately 10,000 visitors
- Target Audience: Families with kids of all ages, adults and active seniors
- Add Prairie Bluff Golf Range for \$50/month

Prairie Bluff Golf

Range TVs

- Year round
- Approximately 12,000 visitors (110 minutes average stay)
- \$200/month or \$2,000/yr.
- Your business displayed in the rotation
- Target Audience: Adults and active seniors
- Add Challenge Fitness for \$50/month

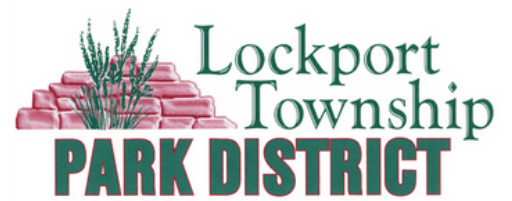
Pickleball Hassert Park

- March - October
- Banner
- Approximately 3,700 visitors in 2024 (56 minutes average stay)
- Target Audience: Families with kids of all ages, adults and active seniors

**SPONSORSHIP THAT ENCOMPASSES ALL
BUDGETS AND DEMOGRAPHICS**



FACILITY Advertising



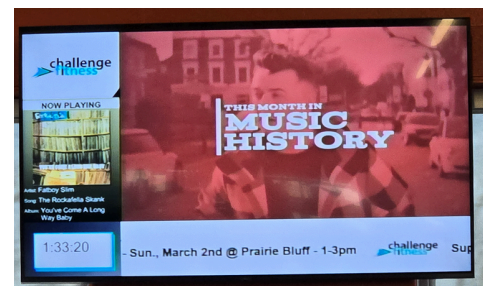
Facility Advertising

A fantastic way to advertise your brand seasonally or throughout the year. Give your business the boost it needs by reaching new consumers.



Challenge Fitness Center TVs

- Year round
- 800-1,000 people per day (81 minutes average stay)
- Your business displayed in the rotation
- Target Audience: Adults and active seniors
- Add Prairie Bluff for \$50/month



Challenge Fitness Coffee Sponsor

- Year round - Free coffee for all adults
- 800-1,000 people per day (81 minutes average stay)
- Poster displayed in the lobby
- Target Audience: Adults and active seniors



Challenge Fitness Outdoor Gym

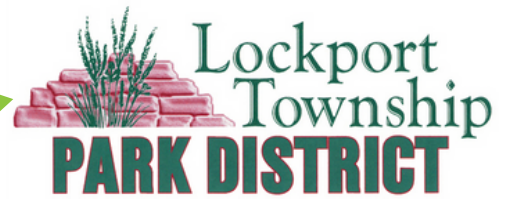
- Year round
- 800-1,000 people per day (81 minutes average stay)
- Decal on doors going out to outdoor fitness center and banner outside on building
- Target Audience: Adults and active seniors



**INSTALLMENT PAYMENTS
ARE AVAILABLE ON REQUEST**



COMMUNITY *Advocate*



Community Advocate

Empowering Community Connections

The Community Advocate Program is designed to create meaningful partnerships between local businesses and the community, providing businesses with opportunities to engage directly with seniors and community members while supporting their well-being and interests.



Program Highlights:

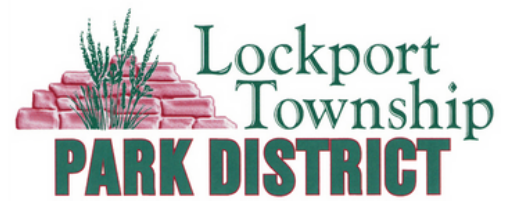
1. Advertising Materials in Challenge Fitness Lobby
 - Businesses can showcase brochures, flyers, and other promotional materials in the lobby of Challenge Fitness, ensuring visibility to members and visitors.
 - A dedicated space will be provided for materials to align with the program's professional and welcoming aesthetic.
2. Posters and Digital Marketing on Screens
 - Posters promoting the business will be displayed prominently in high-traffic areas of Challenge Fitness.
 - Digital advertisements and announcements will appear on screens throughout the facility, reaching members during their workouts and visits.
 - Content can highlight business services, promotions, and upcoming events or presentations.
3. Speaking Engagements at Senior Clubs
 - Businesses will have the opportunity to present informative, engaging sessions to senior clubs.
 - Topics can range from health and wellness, financial planning, and technology tips to services that enhance seniors' quality of life.
 - These speaking engagements position businesses as trusted resources and advocates within the community.
- Senior Clubs - schedule speaking engagements in advance
 - Silver and Gold - Fairmont Community Center (Mondays)
 - Golden Age - DPCC (Thursdays)
 - Breakfast Club - Gladys Fox Museum (Tuesdays)
 - Young Timers - Prairie Bluff Banquet Room (Tuesdays)



**INSTALLMENT PAYMENTS
ARE AVAILABLE ON REQUEST**



DIGITAL Advertising



Park District TVs

Prairie Bluff Golf Range TVs

In 2024, Prairie Bluff Golf Range welcomed over 15,700 visitors, each spending an average of 70 minutes per visit. This provides a prime opportunity for your business to gain continuous exposure on our four high-visibility TV screens, ensuring your brand stays front and center with a dedicated audience.



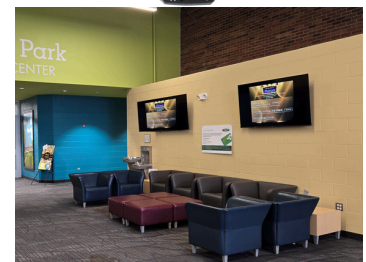
Challenge Fitness TVs & Equipment in Fitness Center

With our newly renovated fitness center featuring the latest technology and equipment, your brand will capture the attention of both our loyal members and the influx of new clientele eager to experience our upgraded facilities.



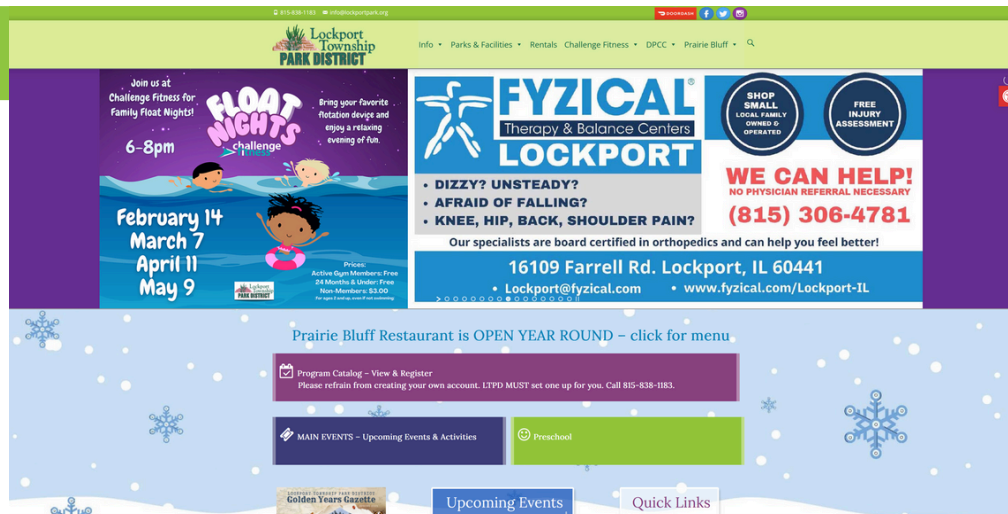
Challenge Fitness & DPCC Front Desk TV Marketing

Your advertisement will be prominently displayed in both lobbies, ensuring maximum visibility and impact.



Website Slider

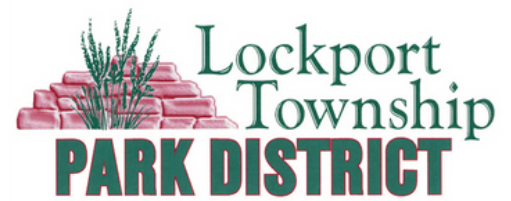
In January 2025 alone, the Park District's landing page attracted 8,800 visitors. Our website slider offers prime visibility, ensuring your advertisement is one of the first things patrons see when they visit.



SPONSORSHIP THAT ENCOMPASSES ALL BUDGETS AND DEMOGRAPHICS



DIGITAL Advertising



State St. Digital Sign

Showcase your brand on our high-visibility digital State St. sign, strategically located at the beautiful Dellwood Park entrance—home to many of our signature events. With approximately 11,481 cars passing by daily, your ad will captivate audiences through eye-catching videos, photos, and graphics, rotating every few minutes for maximum exposure.



E-Blasts

**(HAVE TO BE LINKED WITH
PARK DISTRICT EVENT)**

Tap into our powerful database of 12,500 engaged patrons through exclusive e-blasts! By aligning your message with a Park District event, your brand gains direct access to our audience in a way that feels organic and community-driven. This strategic collaboration ensures your message is welcomed, creating synergy between your business and the experiences our patrons love



LOCKPORTPARK.ORG

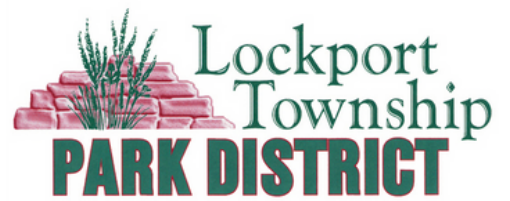
SPONSOR ALL AMERICAN RECYCLING: AARECYCLES.COM



**SPONSORSHIP THAT ENCOMPASSES ALL
BUDGETS AND DEMOGRAPHICS**



PRINT Advertising



Golden Years Gazette

The Golden Years Gazette is distributed to approximately 1,900 households in winter/spring and in fall and serves as the Park District's primary marketing publication. While it is designed for seniors, it also reaches a broad audience by featuring our special events for all demographics. This publication offers a valuable branding opportunity, as it remains available at all Park District facilities for months, ensuring extended visibility and reach within the community.

- \$500 quarter page
- \$1,000 half page
- \$2,000 full page



Summer Highlights

The Summer Highlights is distributed to approximately 32,000 households in summer and serves as the Park District's primary marketing publication. This publication reaches a broad audience by featuring our special events and summer activities for all demographics. This publication offers a valuable branding opportunity, as it remains available at all Park District facilities for the entire summer, ensuring extended visibility and reach within the community.

- \$1,000 half page
- \$2,000 full page



LET'S TALK TODAY.

**CALL PAM HUTTON AT 815-838-1183 X. 205
OR PHUTTON@LOCKPORTPARK.ORG**