

Vernon Hills Park District



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**Sponsorship &
Advertisement**

Please consider setting up a meeting with Community Relations Coordinator, Rachel Laren, to discuss options to get the most out of your partnership. Your input is valued. Additional ideas to enhance the partnership are welcomed.

Winterfest **1/13/24**

Winterfest Outdoor Special Event is held at our Century Park North Pavilion located at 1401 Indianwood Drive. The event is geared for all ages and includes horse and carriage rides, sled dog team demo, ice skating, sledding and concessions. Attendance: 250 (*mostly families with young children*)

Frosty 5k **1/20/24**

This new 5k run winds through Deerpath Park. Put your warm clothes on and run with Lakeview Fitness. Finishers will enjoy hot chocolate at the finish line in a Frosty 5k event mug to take home.

Vino & Vinyasa (21+) **2/9/24**

Yoga, Wine and Chocolate – just in time for Valentine’s Day! This event starts with a yoga class and flows into a social hour with wine tasting and dark chocolate. Learn why, in moderation, they can be beneficial for heart health.

Just the Two of Us **2/9/24**

This event is particularly special for girls and their special date, be it a dad, uncle, grandfather or other special male who is at least 18 years old. A DJ will provide music for dancing, and a special dessert is offered too. All girls create a craft that they can keep as a keepsake as well. Attendance: 250

Dragon Egg Hunt - Outdoor Hunt in the Dark **3/22/24**

This event is for those egg hunters aged 8 to 12 years old who still like to enjoy the event, but with a twist. This egg hunt will take place in the dark, at Kids Castle Park with flashlights. Attendance: 100 participants + parents

Deerpath Egg Dash **3/23/24**

Deerpath Egg Dash is our kick-off to spring held at the Kids Castle Playground located in Deerpath Park. This family event features a dog egg hunt, 3 egg hunts for kids, live entertainment and activities. Attendance approx. 350

Doggy Egg Hunt **3/23/24**

This event is for our furry friends! Dogs will hunt in a field for eggs filled with dog treats. Attendance: 50

You’re My Superhero **4/5/24**

This event is created for mother and son, or boy and significant female role model to enjoy together! The event will have a DJ with games and activities along with Ice Cream and Keepsake Superhero Mask. Attendance: 250

Earth Day

4/22/24

Our Annual Earth Day event takes place at Century Park. Go to different stations to learn about sustainability, our Earth, make a craft and do our scavenger hunt! Attendance: 150-200

Loop the Lakes 5K Run/Walk – Fun for the Whole Family

4/27/24

Loop the Lake 5K Run/Walk is a community event with a start and finish location at the Century Park Pavilion located at 1401 Indianwood Drive. The 5K race attracts runners of all ages. All participants receive light refreshments and top finishers in each age category receive a prize and medal. Each participant receives a “swag bag”. Approx 150-200 participants

PuzzlePalooza

5/2/24

This event was new in 2023 and is a fun way to spend an evening with friends or family. Compete against other teams completing the same puzzle. The team to finish in the least amount of time will take home a prize.

Craft Beer Tasting (21+)

5/18/24

The Craft Beer Tasting is held at the Century Park south site located at the corner of Lakeview Pkwy and Hawthorn Pkwy. The event will feature several area breweries who will be pouring their samples of ales, lagers and stouts. Along with samples from the area’s finest brews from skilled brew masters, there will be live music and delicious food. A free tasting glass will be provided with each ticket purchased. Approx 250

Pub Trivia Night – (21+)

5/30/24

Teams will compete to see who takes home top prize and bragging rights at this adult only trivia night. Food and drinks will be served and we will tease your brain with challenging trivia. (8-12 teams)

Kids Fishing Day

6/15/24

Anglers line the banks of Big Bear Lake in Century Park for this fishing day for the kids. Experienced and new fishers alike will learn safety and tips for a day of fishing. Prizes given for biggest fish in each age group.

Mighty Kids Triathlon

6/15/24

Kids 5-12 years will swim, bike, and run to complete the Mighty Kids Triathlon. The event will begin in the indoor pool at the Lakeview Fitness Center and continue through the surrounding area and Deerpath Park. Spectators will have many opportunities to cheer on the kids throughout the course! Athletes will compete in heats by age group and receive a t-shirt, goody bag, refreshments and awards. Attendance: 250-300 people

Flick n’ Float – Poolside Movies

Multiple dates

Now showing both indoor and outdoor poolside movies, we enjoy a movie in the pool on our giant inflatable screen. Tubes are available for floating and we always have movie snacks.

Wine Tasting – Vernon Hills Days

7/20/24

This event takes place during the Vernon Hills days. VHPD and Liquor Barn partner up to host a Wine Tasting tent Saturday night at Vernon Hills Days.

Last Splash

8/4/23

Join us at the Family Aquatic Center for one more party before the end of summer. This day will include extra activities like the duck race and other fun activities! Spend your summer right at the Vernon Hills Park District.

Little Bear Ribfest – Two Day Event

8/16/24 – 8/17/24

A Friday and Saturday filled with live Blues music and delicious barbeque! The event is targeted to adults, but is family friendly. Attendance fluctuates with approximately 4,000 - 5,000 people both from Vernon Hills and surrounding areas. Ribfest is held in Century Park. If interested in sponsoring this event, a separate festival partnership opportunity flyer will be provided to you. Proceeds from this event support our Family Scholarship Fund. Your support is not only an investment in the community event, but also one in our youth.

Family Trivia Night

9/13/24

Teams of all ages come to the Sullivan Center to enjoy a night of brain teasing trivia. Top 3 teams receive prizes and small raffles are done throughout the evening. Pizza and snacks provided for all participants. 12-16 teams.

World Wide Day of Play

9/14/24

This event centers on play. The purpose is to get kids to unplug and move outside for fun and action. Physical activity including old school backyard games like hula-hoop contest, egg toss and three legged races are part of the fun. Attendance 150p

Trucks, Trunks, and Treats

10/12/24

Trucks, Trunks, and Treats is an outdoor Halloween event that takes your traditional touch a truck and adds the fun of trick or treat. There is no cost to participate. We ask that you bring your company vehicle and enough candy for the kids (approx. 500).

Fall Fest

10/25/24

The Fall Fest is a frightfully fun Halloween themed event featuring indoor trick-or-treating, costume contest, magic show face painting, a craft, and concessions. Fall Fest is held at the Sullivan Community Center located at 635 N. Aspen Drive. Area businesses and organizations are needed for vendor tables, to decorate for the theme and hand out candy. Attendance: 750

Fit Fest

10/26/24

This one-day event will kick off a week of Halloween festivities at Lakeview Fitness! The facility will be open to the public all day, but the main event will take place 8am-noon. While the activities are still being determined, we plan to offer specialty classes and membership promotion available that day only. Typical attendance on a Saturday is about 230 guests, so we can expect more traffic on event day. We are looking to have vendor tables with giveaways, samples, and coupons. We also plan to give away raffle prizes periodically throughout the event to create more hype.

Dia De Los Muertos

11/1/24

Join us in this celebration event learning about the culture and holiday of Dia De Los Muertos. This event was new in 2023 and had an attendance of approximately 100.

Polar Express Story Time Train

Date TBD

All aboard the train to hear the Polar Express Story, see Santa and enjoy carols and other holiday related fun! This event always sells out early! Attendance: 400p.

New Year's Eve Family Party

Date TBD

This event provides a great place to ring in the New Year as a family. The Sullivan Center houses this party which includes a DJ spinning songs, food for purchase, as well as our very own countdown to the new year. The gym is open for play and many activities will keep the kids busy. Attendance: 250

Other Opportunities

Safety Town

Early safety education is important. Children are more prepared to act/react when they have basic safety knowledge and skills. Safety Town instructors and guest speakers introduce basic safety concepts and skills. Camp activities include songs, games, stories, art projects, and guided-play in Safety Town. Each child receives materials to extend safe learning at home.

Additional opportunities may arise throughout the year. The Vernon Hills Park District will continue to update you on new event and program sponsorship opportunities that can be added to your agreement.

Lakeview Fitness

Lakeview Fitness is the community gym that is newly renovated with construction completion in Spring 2023. Currently serving about 1,400 members with monthly visits averaging about 9,000 (over 1,000 unique visits). There is a robust group exercise program with over 40 classes offered per week in the two studios, the pool, the patio (seasonally), and online. Average monthly attendance for group exercise classes is about 621. Opportunities for sponsor exposure can include, but are not limited to, apparel, facility signage, digital signage, social media and website announcements, member giveaways, etc.

Sponsors Packages

Each sponsor opportunity has a value. Contribution packages can be tailored to your interest and needs as a partner. Providing your budget, event(s) that attract you, and your scope of interest will be helpful to provide the best package options for community involvement while maximizing your budget as a Vernon Hills Park District partner. Some options are listed below. ***Applicable to specific events**

Recognition Opportunities	
Logo Featured On	Additional Opportunities based on PACKAGE
Website Link on Event Page	Banner at Movies in the Park (limited space)
Electronic Mailings	Vendor table at Movies in the Park (prior to movie)
Social Media Postings	Quarter Page Advertisement in Seasonal Brochure
Posters	5% off resident membership rate at Lakeview Fitness Center
Product/Giveaways: T-shirt, Water Bottle*	Complimentary Admission for "X" amount of people
Electronic Facility Signs	Note: not all opportunities are listed
Name Featured In	
Social Media Postings	
Event Press Releases	
Brochure Copy	
Posters	
Special Event Day of Opportunities	
Logo on Sponsor Signs/Banners	
Promo Piece in Goody Bag	
Verbal Recognition	
Opportunity to have table w/banner to distribute promotional/giveaways	

All banners must be provided by the sponsor, except for Ribfest.