



Vernon Hills PARK DISTRICT

Sponsorship & Advertising

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VERNON HILLS IS HOME TO MORE THAN **26,000** RESIDENTS

The Vernon Hills Park District offers over 30 sponsorship opportunities across varying levels. Being a trusted partner of the community, our events encourage all members to participate in the fun. We customize our partnerships to align with your marketing goals and to best bring your message to our residents.

LET US CONNECT YOU TO OUR FAMILIES

PARTNERSHIP BENEFITS



Increase Visibility

The Vernon Hills Park District offers a wide variety of events every season. The diversity and frequency of our events helps maximize the range and size of our audience. Moreover, the majority of attendees are local community members whose daily routines exist around our local businesses. Partnering with us has the opportunity to transform people who pass you by everyday into customers.



Build Identity

Our events work to provide meaningful recreation opportunities to help our families lead happy and healthy lives. As a partner, you have the opportunity to align your business with our values and trusted brand. Grow beyond a business and establish yourself as a trusted member of the community.



Drive Traffic to your Business

Many community members interact with our pages and materials for information on events, programs, and more. Use our established platforms to drive additional traffic to your business.

OUR OUTREACH



36,000+
PROGRAM
GUIDES



7,200+
FACEBOOK
FOLLOWERS



14,500+
EMAIL
SUBSCRIBERS



3000+
INSTAGRAM
FOLLOWERS





168,000+
WEBSITE VISITS
PER YEAR

UPCOMING EVENTS

Winterfest JANUARY 11, 2025

Winterfest is great for all ages! Includes horse & carriage rides, sled dog team demo, ice skating, sledding, & concessions.

 Attendance: **250**
 Century Park Pavillion



Just the Two of Us FEBRUARY 7, 2025

This event is for children and a special adult in their lives! There will be a DJ for dancing, dessert, and a craft to keep!

 Attendance: **150**
 Sullivan Community Center
Snack Sponsor + \$200

Stuffie Sleepover FEBRUARY 12, 2025

Take your child's stuffie to a magical sleepover! Kids will have cookies and storytime and leave their stuffed friend for an overnight adventure.

 Attendance: **50**
 Sullivan Community Center



Parent/Child Date Night MARCH 28, 2025

This event is for a child and trusted adult to enjoy together! The event will have a DJ, games, and fun activities to do together!

 Attendance: **100**
 Sullivan Community Center
Snack Sponsor + \$200

Kids' Mermaid Egg Hunt APRIL 11, 2025

This event is for children aged 8-12. Grab your fins and come to Lakeview Fitness to hunt for the eggs that have been left in the pool!

 Attendance: **75**
 Lakeview Fitness Pool
Prize Basket Sponsor + \$100

Deerpath Egg Dash APRIL 12, 2025

This event is for all! Kick off spring with a doggie egg hunt, 3 kids egg hunts, live entertainment, and plenty of other fun activities!

 Attendance: **250**
 Deerpath Park
Prize Basket Sponsor + \$100



Doggie Egg Hunt APRIL 12, 2025

This event is a sub-event of the Deerpath Egg Dash. The eggs for this hunt are filled with dog treats for our furry friends!

 Attendance: **75 Dogs**
 Deerpath Park
Prize Basket Sponsor + \$100



Loop the Lakes APRIL 27, 2025

This event is a 5K run/walk through Century Park. Each participant receives a "swag bag" & refreshments. Runners of all ages.

 Attendance: **150**
 Century Park
Logo Featured on T-Shirt + \$150

Family Kite Fly APRIL 27, 2025

This free, family event lets you circle the skies high above Century Park Arboretum with your very own kite!

 Attendance: **75**
 Century Park

PuzzlePalooza MAY 8, 2025


Compete against other teams completing the same puzzle! The team to finish first takes home a prize.

 Attendance: **30**
 Sullivan Community Center
Snack Sponsor + \$200
Prize Basket Sponsor + \$100-\$500

Kids' Fishing Day JUNE 14, 2025

Anglers line the banks of Big Bear Lake to learn safety and tips for a day of fishing. Prizes given for biggest fish in each age group.


 Attendance: 100

 Big Bear Lake, Century Park

Prize Basket Sponsor + \$200

Last Splash TBD


Join us at Turtle Creek Waterpark for one more party before the end of summer. This event has lots of activities for kids and adults.


 Attendance: 200

 Turtle Creek Waterpark

Family Trivia Night TBD

Teams of all ages enjoy a night of brain teasing trivia. Prizes & raffles will be adding onto the fun!

 Attendance: 20

 Sullivan Community Center

Snack Sponsor + \$200

Prize Basket Sponsor + \$200

Worldwide Day of Play TBD

We want to see kids unplug and come outside for fun! We will have old school games like a hula-hoop contest, egg toss and a three legged race.

 Attendance: 150

 Century Park

Fit Fest OCTOBER 26, 2025

This one-day event will kick off a week of Halloween fun at Lakeview Fitness! Vendor tables with giveaways, samples, and coupons included.

 Attendance: 230

 Lakeview Fitness

Dia De Los Muertos NOVEMBER 1, 2025

Join us in this celebration event learning about the culture and holiday of Dia De Los Muertos. This is one of our newest events!


 Attendance: 35

 Sullivan Community Center

Snack Sponsor + \$200

NYE Family Party DECEMBER 31, 2025

This party includes a DJ, food for purchase, as well as our very own countdown to the new year. The gym is also open for kids to play!

 Attendance: 250

 Sullivan Community Center

Snack Sponsor + \$200

MULTI-EVENT SPONSORSHIPS

Movie in the Park

\$1,000 Multi-Event Sponsorship

There are multiple Movie in the Park events. Guests relax in the parks while enjoying a movie projected on a large screen! (3 events/year)

- Large banner with sponsor's logo (VHPD provided) on bottom of movie screen
- Opportunity to have a table on site each movie
- Verbal recognition at each movie
- Linked logo on sponsorship page

Flick 'N Float

\$2,000 Multi-Event Sponsorship

There are multiple Flick N' Float events. Guests relax on inner tubes while enjoying a movie projected on a large screen! (5 events/year)

- Large banner with sponsors logo (VHPD provided) on bottom of movie screen
- Opportunity to have table on site at each movie
- Verbal recognition at each movie
- Linked logo on sponsorship page
- 4 complimentary tickets to events

SIGNIFICANT EVENTS



Craft Beer Tasting MAY 31, 2025 21+

The event features several area breweries pouring samples of their ales, lagers and stouts. Along with samples from the area's finest brews, there is live music and delicious food.

Snack Sponsor + \$200

Tasting Glass Sponsor + \$750

 Attendance: 200
 Century Park

Mighty Kids' Triathlon JUNE 7, 2025

Kids ages 5-12 swim, bike, and run to complete a Triathlon. The event begins in the pool at Lakeview Fitness and continues through Deerpath Park. Athletes receive a t-shirt, goody bag, refreshments, and awards.

Logo Featured on T-Shirt + \$150

 Attendance: 300
 Century Park
Lakeview Fitness
Deerpath Park

Wine Tasting JULY 19, 2025 21+

This event takes place during Vernon Hills Days. Vernon Hills Park District and Liquor Barn partner up to host a Wine Tasting tent Saturday night at Vernon Hills Days. Tasting Glass sponsor gets logo printed on glass.

Tasting Glass Sponsor + \$750



 Attendance: 150
 Century Park

Trucks, Trunks, Treats OCTOBER 11, 2025

Trucks, Trunks, and Treats is an outdoor Halloween event that takes your traditional touch a truck and adds the fun of trick or treat. Sponsors are asked to bring company vehicle and candy for the kids!

Snack Sponsor + \$200

Prize Basket Sponsor + \$200

 Attendance: 500
 Sullivan Community Center

Fall Fest OCTOBER 24, 2025

Fall Fest is a frightfully fun Halloween themed event featuring indoor trick-or-treating, costume contest, crafts, and more! Area businesses and organizations are needed for vendor tables!

Snack Sponsor + \$200

Prize Basket Sponsor + \$500



Costume Contest Sponsor + \$500

 Attendance: 750
 Sullivan Community Center

Polar Express Story Time Train DECEMBER 13, 2025

All aboard the train to hear the Polar Express story, see Santa, enjoy carols, and other holiday related fun! This event always sells out early! We depart from the Libertyville Metra Train Station for this magical holiday adventure.

Snack Sponsor + \$200

 Attendance: 400
 Libertyville Metra

Little Bear Ribfest Information

Due to the scale of the event, sponsorship opportunities for Ribfest will be distributed separately from this packet. If your company is interested in becoming a Ribfest sponsor, please keep an eye out for an informational packet. Ribfest is scheduled to take place in mid-August.



STARTING PACKAGE | \$250

- Opportunity for table on site at event
 - Linked logo featured on sponsorship web page
 - Verbal recognition at event
 - Banner hung at event (provided by sponsor)
- + additional marketing for sponsorship add-ons

IN-KIND SPONSORS

Be a part of our events without contributing financially!

Snack Sponsor

- Just the Two of Us
- Parent/Child Date Night
- PuzzlePalooza
- Family Trivia Night
- Dia De Los Muertos
- NYE Family Party
- Trucks, Trunks, & Treats
- Fall Fest
- Polar Express Story Time
- Craft Beer Tasting

Prize Basket Sponsor

- PuzzlePalooza
- Family Trivia Night
- Kids' Fishing Day
- Last Splash
- Kids' Mermaid Egg Hunt
- Deerpath Egg Dash
- Doggy Egg Hunt
- Fall Fest
- Trucks, Trunks, & Treats

Monthly Membership Appreciation at Lakeview Fitness

Monthly membership appreciation at Lakeview Fitness offers your business an opportunity to spread brand visibility through coupons, snacks, and various promotional items.