

WHEATON 2016
INDEPENDENCE DAY
Celebration

SPONSORSHIP OPPORTUNITIES
JULY 3-4, 2016

WHEATONPARKDISTRICT.COM/JULY4

presented by

WHEATON PARK DISTRICT



The Wheaton Park District is a leader in the community and region, offering unique facilities, 500 acres of open space, and 54 parks that attract visitors from DuPage County and beyond. Through special events, programming, and services, Wheaton Park District serves over 800,000 people annually while encouraging them to create, discover, and play.

The mission of the Wheaton Park District is "*to enrich the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world.*" This is done through a wide variety of parks and facilities, along with 9 annual major special events and various other programs throughout the year, most of which include partnerships benefiting local and global charitable organizations.

Our Parks and Facilities:

- | | |
|------------------------------------|-----------------------------|
| 1 banquet facility | 1 team-building course |
| 2 preschools | 1 fitness center |
| 44 athletic multi-purpose fields | 2 aquatic centers |
| 1 27-hole championship golf course | 1 natural area |
| 1 restaurant and sports bar | 1 sensory garden playground |
| 1 5-acre zoo | 1 county museum |

in partnership with
THE CITY OF WHEATON



at a glance...

3RD OF JULY FIREWORKS & CARNIVAL

Each year thousands of DuPage county residents come together on the 3rd of July to enjoy an amazing light show in the sky. This is a 22 minute show featuring the astounding grade finale. What makes Wheaton unique is the carnival and family fest that precedes the firework display. Beginning at 4:00P food vendors, carnival rides and games, families, and fest goers fill Graf Park to enjoy the festivities, picnic dinner, and save front row seats for the fireworks.

4TH OF JULY INDEPENDENCE DAY PARADE

Wheaton's Independence Day celebration continues on the 4th of July with our 100 year old parade. This long-time Wheaton tradition began in 1916 and has been enjoyed by generations of Wheaton families such as the Carlson's, who are known to have been in attendance each year. With over 90 entries each year the Wheaton parade is a showcase of not only community organizations, businesses, and fun, but also high level entertainment provided by our generous sponsors and supporters. While not on record, Wheaton is known to be one of the largest parades in the state of Illinois.



levels of commitment

Event sponsorship provides our partners a vast marketing and promotional value to a targeted audience in a variety of avenues. Individual partnership benefits listed on the next page can assist you in figuring out how you can best showcase your business or organization to the over **20,000** spectators while supporting the Wheaton Park District and City of Wheaton to bring these long-standing traditions to Wheaton each year.

gold \$2,500

- Celebration Partner

red \$1,500

- July 3rd Fireworks Entertainment Partner
- Martin Plaza Sponsor

white \$1,000

- Independence Parade Award Sponsor
- Parade Entertainment Sponsor- *Multiple Available*

blue \$750

- First Aid Sponsor for 3rd & 4th
- Parade Entertainment Sponsor- *Multiple Available*

participation

- Sunday, July 3rd | Graf Park | 4pm- fireworks
 - Food Vendor Booth or Truck* \$250
 - Business Expo Booth (8'x8') \$150
- Monday, July 4th | Downtown Wheaton | 8:30AM lineup, parade kick off 10AM
 - Community Parade Entry* \$90 (\$50 prior to May 20)
 - Political Parade Entry* \$190 (\$150 prior to May 20)
 - Business Parade Entry* \$190 (\$150 prior to May 20)

in-kind donation

- Martin Plaza Give-A-Way Partner | Various Kid Friendly Prizes
- Volunteer Refreshment Partner | Doughnuts and Coffee (7/4)
- Media & Promotional Trade/Donation | value of \$500 and up

****Separate application required.***

<p>GOLD \$2,500 Celebration Partner</p> <ul style="list-style-type: none"> • Business logo on parade and firework signage • Acknowledgement in print media and e-blasts • Acknowledgement in all press releases • Inclusion in DJ stand announcements during the 3rd of July pre-event activities • Inclusion in parade announcement at Martin Plaza • Logo on Wheaton Park District website • Opportunity to have 8x8 booth/display at Fireworks (\$150 value) • Free business entry into 4th of July Parade (value at \$190) • Premium seating at Graf Park for firework show and parking for up to 4 cars 	<p>RED \$1,500 July 3rd Fireworks Entertainment Partner Martin Plaza Sponsor</p> <ul style="list-style-type: none"> • Business logo on parade OR firework signage • Acknowledgement in print media and e-blasts • Acknowledgement in all press releases • Inclusion in DJ stand announcements during the 3rd of July pre-event activities OR Inclusion in parade announcement at Martin Plaza • Logo on Wheaton Park District website • Opportunity to have 8x8 booth/display at Fireworks (\$150 value) OR Free business entry into 4th of July Parade (value at \$190)
<p>WHITE \$1,000 Independence Parade Award Sponsor Parade Entertainment Sponsor</p> <ul style="list-style-type: none"> • Business logo on parade signage to be carried by you or volunteers in front of your sponsored entertainment OR logo on parade awards and serve as the pickup location for winners following the parade • Acknowledgement in print media and e-blasts • Acknowledgement in press releases • Inclusion in parade announcement at Martin Plaza • Logo on Wheaton Park District website 	<p>BLUE \$750 First Aid Sponsor/ July 3 & 4 Parade Entertainment Sponsor</p> <ul style="list-style-type: none"> • Business logo on parade signage to be carried by you or volunteers in front of your sponsored entertainment OR logo First Aid Tent at event with ability to interact with public • Acknowledgement in print media and e-blasts • Acknowledgement in press releases • Logo on Wheaton Park District website
<p>PARTICIPATION Thursday July 3rd Graf Park</p> <ul style="list-style-type: none"> • Food Vendor Booth or Truck* \$250 • Business Expo Booth (8'x8') \$150 <p>Friday, July 4th Downtown Wheaton</p> <ul style="list-style-type: none"> • Community Parade Entry* \$90 • Political Parade Entry \$190* • Business Parade Entry \$190* <p><i>*Separate Application required.</i></p>	<p>IN-KIND DONATION Benefits are customized based on value of donation.</p> <ul style="list-style-type: none"> • Martin Plaza Giveaways- festive giveaways, sports equipment, or other promotional item to appeal to children 2-15 years of age • Volunteer Refreshment Partner- doughnuts, breakfast item, coffee, and juice for parade volunteers • Media & Promotional Trade/Donation- online, web, and print advertising



PARTNERSHIP COMMITMENT FORM

step 1: Please select your partnership level

partnership level requested	monetary commitment
	<input type="checkbox"/> Gold (\$2,500) <input type="checkbox"/> Red (\$1,500) <input type="checkbox"/> White (\$1,000) <input type="checkbox"/> Blue (\$750) <input type="checkbox"/> Business Expo (\$150) <input type="checkbox"/> In-Kind Donation: Value _____

step 2: Please complete your contact information.

company/organization information	
Company/Organization:	
Contact:	Phone (office/home):
Day of Contact:	Phone (day of contact cell):
Email:	Website:
Address:	City, State, Zip:

step 3: Please send commitment form and payment to:

WHEATON PARK DISTRICT
C/O SPECIAL EVENTS
855 W. PRAIRIE AVE.
WHEATON, IL 60187

step 4: Please email jpeg AND eps or ai file of logo (high resolution image required):

KRISTINA NEMETZ
knemetz@wheatonparks.org

step 5: Select payment method.

Payment Type: <input type="checkbox"/> CREDIT CARD (Visa) <input type="checkbox"/> CREDIT CARD (Mastercard) <input type="checkbox"/> Check (payable to Wheaton Park District)	
Name on Card:	Amount to be charged:
Signature:	
Credit Card Number:	Expiration Date:

step 6: Please sign below to agree to the terms and conditions of the partnership as listed on the reverse side of this form.

Signature: _____

Printed Name: _____

TERMS AND CONDITIONS OF PARTNERSHIP/SPONSORSHIP WITH WHEATON PARK DISTRICT

1. **Statement of Purpose:** Partnership/Sponsorship with the Wheaton Park District (WPD) For an event/program/activity/publication is to positively promote and financially support the mission and good works of the WPD.
2. **Control of Content and Selection:** WPD is ultimately responsible for control of content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication logistics/layout.
3. **Involvement in Content:** WPD staff will accordingly with the Sponsoring Company's Contact to ensure appropriate involvement for the decisions regarding event/program/activity/publication content/layout.
4. **Disclosures of Financial Relationships:** WPD will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the WPD and the Company.
5. **Independence in the Use of Contributed Funds:** Partnership/Sponsorships made to the WPD may be setup as restricted or unrestricted. This information will be included in the Commitment Form.
6. **Auxiliary Support:** Any other support by the WPD for the Company in regards to the event/program/activity/publication (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of the sponsor and WPD. This information is to be included in the Commitment Form.
7. **Logos:** All logos are to be sent to WPD in one of the following formats: jpg, png, tif, ai, bmp. All artwork must be camera ready and high-resolution.
8. **Cancellation:** WPD holds the right to cancel or postpone an event at their discretion. This includes event/program/activity/publication cancelation due to inclement weather or unsafe conditions.
9. **Cancellation of Partnership/Sponsorship:** Cancellation of Partnership/Sponsorship must be done in writing at least 14 days prior to event/program/activity/publication.
10. **Indemnification:** The Company shall indemnify and hold WPD harmless from and against any and all loss, expense, or damage to WPD arising out of the negligence, willful misconduct, or breach of this Agreement by the Company, its agents, or employees.
11. **Certificate of Insurance:** At times, the WPD may require a Certificate of Insurance from the Company in accordance to the activities the Company may be participating in during an event/program/activity. Further information regarding a requirement for Certificate of Insurance will be included in the Commitment Form.
12. **Partnership/Sponsorship Payment:** All Partnership/Sponsorship payments must be received at least 30 business days in advance of event/program/activity/publication, unless otherwise agreed to in writing by WPD and the Company.
13. **Exclusivity:** When applicable – Sponsor would have category exclusivity based on their type or level of partnership.

THANK YOU FOR YOUR SUPPORT!

