



Date: April 10, 2023

Submitted to: First Trust Portfolios L.P.
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From: Wheaton Park District
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We are pleased to provide First Trust Portfolios L.P. with the following partnership proposal for 2023.

The Wheaton Park District's mission is to enhance the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world. This diversity spans from educational programming, athletic and recreation outlets, facility experiences and community special events.

Each year, the park district hosts more than 12 large-scale special events in addition to more than 50 small to mid-size events. The audiences for these events range from pre-school, school-aged children, families, adults to seniors. In total, our special events engage with more than 100,000 people on an annual basis.

The district is fortunate to work with several community partners on many of the events which includes over 10 years with First Trust, Wheaton Lions Club, Wheaton Rotary A.M., CASA of DuPage, and the Wheaton Chamber of Commerce. These partners provide a great deal to the success of the events in securing sponsorship and managing volunteers. In 2022 alone, these partner events raised more than \$130,000 for their organizations or respective charities.

The Wheaton Park District is proposing an annual 2023 Community Event Partnership with First Trust. This 2023 Community Event Partnership will highlight the Wheaton Park District and First Trust's partnership and shared vision and values in the importance of continuing to make Wheaton a vibrant community.

The proposed annual partnership would name First Trust Portfolios L.P. as the Community Event Partner and would encompass any, and all special events hosted within the calendar year.

The partnership recognition would be demonstrated in and on the following:

Recognition Benefits	
✓	Press Release Announcing Event Lineup and Partnership Distributed to media list of over 50
✓	Seasonal Program Guide Event Listing Page Viewed over 37,000 times
✓	Website Event Listing Page & Individual Event Pages Viewed over 650,000 times
✓	Partner Websites <i>when applicable</i>
✓	Static Signage at Community Center 1 million visitors
✓	Static Signage at Memorial Park Bandshell 13,500 event attendees
✓	Static Signage, Electronic Signage or Acknowledgement at all Events 100,000 attendees
✓	Eblasts Event Specific 60,000 subscribers
✓	Social Media Facebook 8,000 followers Instagram 2,400 followers
✓	On-Site Opportunities At any annual events Hosted by First Trust or Charitable Partner(s)
✓	Event Calendar Posted to Website

A few of the recognition examples are included below:

Seasonal Program Guide – EVENTS page

EVENTS | Running and Walking Races

RACE WHEATON
2023
4 SEASONS. 4 RACES.

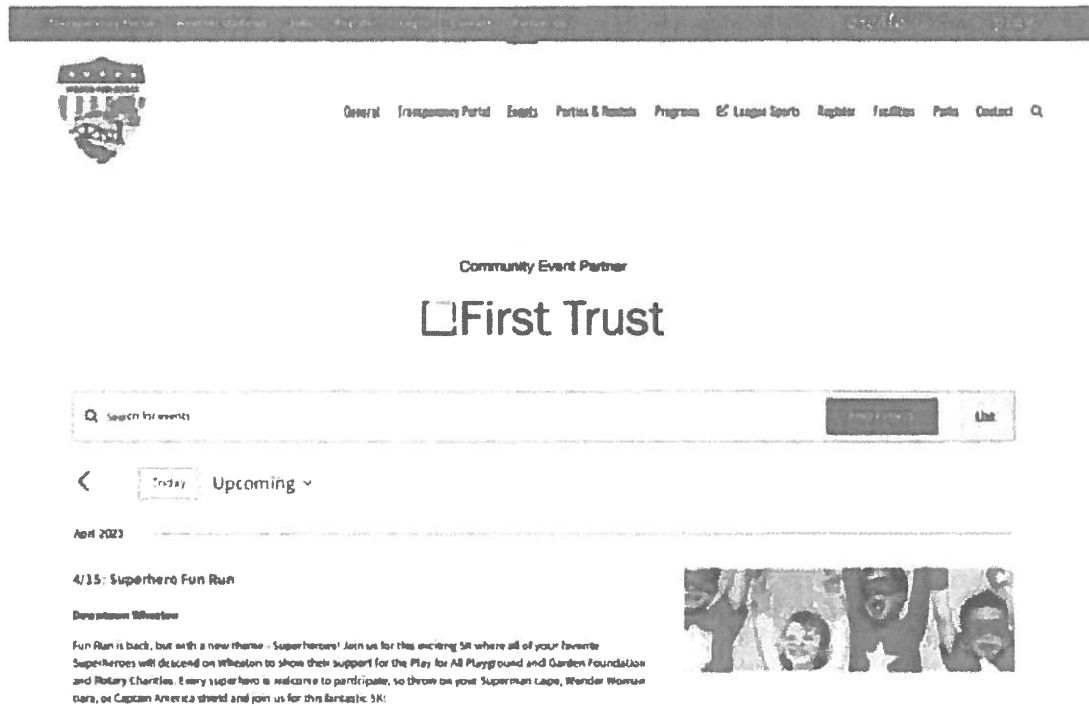
SPRING RACE EVENTS

SUPERHERO 5K FUN RUN 2023!
Saturday, April 15 | 9:00A
Memorial Park
Run with a twist! With a host of Superheroes! Represent your favorite superhero by dressing up and supporting Memorial Park, Wheaton and Rotary Club of Wheaton, IL (LCV).
Registration is required and open to all ages. Registration and medals are \$10.00. Registration is required, come to the event.

COSLEY ZOO RUN FOR THE ANIMALS
5K/10K and Kids' 1/2 Mile
Saturday, June 3
7:30A start 5K/10K
8:00A start 1/2 Mile Kids' Run
Memorial Park
Join more than 2,000 friends and makers for the 4th Annual Cosley Zoo Run for the Animals. Run for the animals! Includes a race shirt and finisher medal for all participants (M.W.).
Register at cosleyzoo.org

COMMUNITY EVENT PARTNER
First Trust

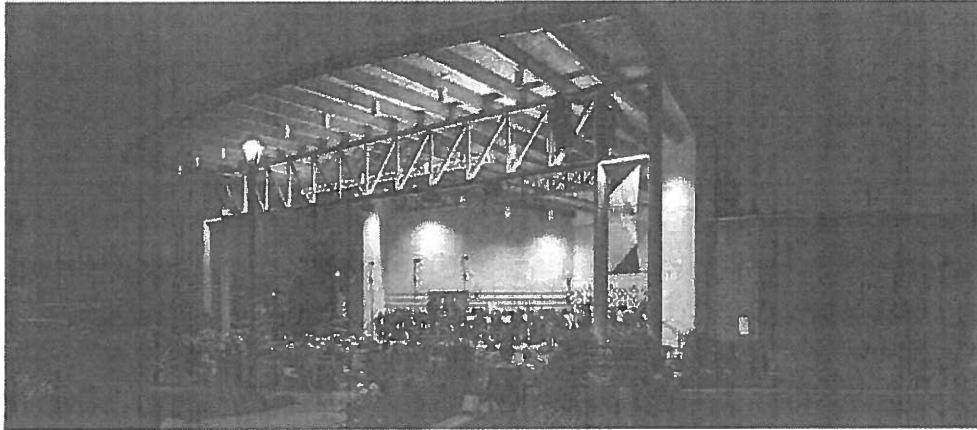
Special Event web page/listing of all events – wheatonparkdistrict.com/events



Individual Event web page



Memorial Park Bandshell Stage – Static Signage



2023 Community Event Partnership \$100,000 (based on April 17 start and December 31 completion)

This commitment/partnership would allow the Wheaton Park District to allocate funding towards the events of their choosing.

Wheaton Park District Approval

Date

4/29/03

First Trust Portfolios L.P. Approval

Date