

Manhattan Park District

2019-2020 Advertisement & Sponsorship Opportunities



Seasonal Program Guide Advertisements

Our seasonal Program Guides are sent to 4300 households, nearly 10,000 people, three times each year for the winter, spring & summer, and fall seasons. Seasonal guide advertisements include a color ad in the entire annual series of guides. Artwork can be changed from season to season. All new artwork is due by the deadlines listed below.

Advertisement Fees

¼ Page Ad	\$250
½ Page Ad	\$375
Full Page Ad	\$550

Artwork Due Dates

Winter (Jan- Mar)	September 3, 2019
Spring/Summer (April - Aug)	November 15, 2019
Fall (Sept- Dec)	May 1, 2020

Event Sponsorships

The Manhattan Park District offers several opportunities for local businesses to be involved with events in our community. With two event classes, and three sponsorship levels, we can find the best fit for you and your budget.

Event Classes

Special Events

	<u>Attendance</u>
Sip of Summer (four concerts & two drive-in movies)	250
Round Barn Fest & Wine Fest	3,500
Run for the Round Barn 5K	New event
Round Barn Fun Run	New event

Community Events

	<u>Attendance</u>
Jump Fest	250
Easter Egg Hunt	100
Kite Festival	100
Back Lash and Big Splash Fishing Derby	200
Trick or Treating at Round Barn	1,000
Zombie Corn Maze	600
Christmas on State Street	100

Event Sponsorship Levels

Sponsor Level **\$300**

Our entry level sponsorship that is applicable to any one Special Event or Community Event; one concert or one drive-in movie is considered one event. This level is specific to the day of the event and includes:

- 10 X 10 tent space during the event for business promotion
- Sponsor mentions during the event

Partner Level: **\$1,000**

Our mid-range sponsorship that includes any one of our Special Events; one concert or one drive-in movie is considered one event. This level expands exposure beyond the day of the event throughout Manhattan and surrounding communities, and includes:

Sponsor level benefits plus:

- Sponsor logo associated with all marketing material for the event
- Banner space available at the event
- Represented as a Park District Partner in the seasonal program guide associated with the event

Presenting Level: **\$5,000**

Our top-level sponsorship that is aimed towards any one of our Special Events; one concert or one drive-in movie is considered one event. This level is maximum exposure for both the event and beyond including a Presenting Sponsorship listing in all three seasonal program guides for the selected special event, a 1-year commitment as a District Partner, and seasonal advertising space.

Partner level benefits plus:

- Event promotions include “Brought to you by....” and sponsor logo associated with all marketing material for the event
- Represented as a District Partner in Seasonal Guide for one year
- Two 3-minute time slots to promote your business at the event
- Advertising space in three seasonal guides for 2020, including one full-page ad for the season of the selected event and two half-page ads for the remaining seasons.

Youth Athletics Sponsorships

Youth athletic team sponsorships are currently available for spring baseball and include your corporate logo on the team jersey and a banner displayed throughout the season at Central Park or Round Barn Farm baseball diamond.

Spring Baseball Team Sponsorship **\$500**

Please note that all printing cost outside of the Manhattan Park District’s internal marketing, such as event banners, would be at the cost of the sponsor.