



# ADVERTISING OPPORTUNITIES

## GET YOUR BUSINESS NOTICED!



# 1. SEASONAL PROGRAM GUIDE

Why Advertise in the Oak Lawn Park District Seasonal Program Guide?

- This is our #1 promotional material promoting all the programs, special events and services offered to patrons during a particular season.
- 28,000 program guides are ordered each season.
- From the 28,000, around 23,000 are directly delivered to Oak Lawn homes.
- The additional 5,000 guides are distributed through park district facilities and community-wide events.
- Shelf life is around 3 months (4 program guides a year).
- The program guide is also available for download at [www.olparks.com](http://www.olparks.com), increasing visibility.
- There are a variety of packages available, ranging in price and placement. Something for everyone!

## AVAILABLE ADVERTISING OPTIONS:

### Back Cover

(Full Page) - \$1400 per issue.

Dimensions - Full page. 8" wide X 10" high. Full color.

(1/2 page) - \$750 per issue.

Dimensions - 1/2 page. 8" wide X 5" high. Full color.

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### Inside Back Cover

(Full page) - \$1000 per issue.

Dimensions - Full page. 8" wide X 10" high. Full color.

(1/2 page) - \$550 per issue.

Dimensions - 1/2 page 8" wide X 5" high. Full color.

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### Inside Pages - Community Index Page

1/2 page, 8" wide X 5" high, black and white - \$400 per issue

1/4 page, 4" wide X 5" high, black and white - \$250 per issue

business card, 3.5" wide X 2" high, black and white - \$100 per issue

## UPCOMING PROGRAM GUIDE SCHEDULE:

### Spring 2019

ADVERTISER DEADLINE: December 26

Program Guides Delivered .....Jan. 22

### Summer 2019

ADVERTISER DEADLINE: March 12

Program Guides Delivered .....April 15

### Fall 2019

ADVERTISER DEADLINE: June 11

Program Guides Delivered .....July 15

### Winter 2019/2020

ADVERTISER DEADLINE: September 10

Program Guides Delivered .....Oct. 14

Save 5% if you purchase ads in 2 consecutive program guides OR 15% if you purchase ads in 4 consecutive program guides!

**Call Denise at 708-857-2225 or email [diwinski@olparks.com](mailto:diwinski@olparks.com) to check availability.**

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# 2. THEATRE PROGRAMS

The Oak Lawn Park District Community Theatre offers a variety of year round productions that have been entertaining our community for over 28 years. Your ad will reach approximately 1,500 people per production.

## SINGLE SHOW ADS

**Full Page:** (Includes 2 tickets per show) *Back Cover-* \$1200, *Inside Front Cover-* \$500, *Inside Page-* \$150

**One-Half Page:** \$100

**One-Quarter Page:** \$50

**Happy Ad** (1/8 Page): \$25

If you are interested in advertising in our Theatre Program or would like more information, please call 708-857-2200.

# Oak Lawn Park District Program Guide Advertising Contract

Please complete the form below and return to the Park District along with payment.  
A schedule of ad deadlines and estimated program guide delivery dates are on the previous page.

## REQUESTED AD SPACE:

- Back Cover - (full page) - \$1400 per issue. Dimensions - 8" width X 10" height. Full color.
- Back Cover - (1/2 page) - \$750 per issue. Dimensions - 1/2 page. 8" wide X 5" high. Full color.
- Inside Back Cover - (full page) - \$1000 per issue. Dimensions - 8" width X 10" height. Full color.
- Inside Back Cover - (1/2 page) - \$550 per issue. Dimensions - 8" width X 5" height. Full color.

### Inside Pages -Community Business Page

- (1/2 page) - \$400 per issue. Dimensions - 8" width X 5" height. Black & White.
- (1/4 page) - \$250 per issue. Dimensions - 4" width X 5" height. Black and White.
- (Business Card) - \$100 per issue. Dimensions - 3.5" width X 2" height. Black & White.

Issue(s):  Fall  Winter  Spring  Summer

DATE: \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

Please attach Camera Ready Ad Copy to this form or email a JPEG or PDF to diwinski@olparks.com. Need an ad designed? Email content and any pictures, and a proof of a designed ad will be sent back to you for approval.

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Please make checks payable to the Oak Lawn Park District.

MAIL FORM & PAYMENT TO:

Oak Lawn Park District

9400 S. Kenton Ave., Oak Lawn, IL. 60453

708-857-2225 / Fax: 708-636-4785

# 3. BANNER ADS-COMMUNITY PAVILION

(9401 S. OAK PARK AVE.)



Community Pavilion Arena banner advertising exposes your business or organization to a captive audience of thousands each week! Knowing that any advertisement at the Community Pavilion will give your company a consistent message for a long period of time and at a lower cost than other traditional methods, makes this opportunity hard to pass up!

These special advertising banners make a “ring” around the 1/8th of a mile indoor track suspended above the indoor soccer rink in the arena at the Community Pavilion. Advertising space is available on the inside of the railing around the track. This type of advertising is one of the most visible forms of advertising available in town. These panels (approximately 3 x 8 ft.) are a prime way to create positive advertising impressions to a wide spectrum of youth and adult soccer, ball hockey, basketball, and volleyball players as well as spectators. These banners will also be on display during all of the shows, tournaments, and rentals hosted in the arena.

If you want to “Get On Track” or would like more information about these sponsorship opportunities, please contact Tom Hartwig at 708-857-2420 or [thartwig@olparks.com](mailto:thartwig@olparks.com).

**ALL ARTWORK TO BE SUPPLIED BY COMPANY TO THE OAK LAWN PARK DISTRICT.  
LOCATION OF BANNER AD IS ON A FIRST-COME, FIRST-SERVE BASIS.**

## **Option 1**

For \$700 you will receive:

- A full size banner ad – artwork to be supplied by company to the Oak Lawn Park District.
- A full-size banner ad – advertising panel contracted for one year.
- Location of banner is on a first- come, first- serve basis.
- 25 complimentary Open Gym passes for your corporate use; some restrictions apply (value: \$250).
- Company link on our website!

## **Option 2**

For \$1,300 you will receive:

- A full size banner ad – artwork to be supplied by company to the Oak Lawn Park District.
- A full-size banner ad – advertising panel contracted for two years.
- Location of banner is on a first- come, first-serve basis.
- 50 complimentary Open Gym passes for your corporate use each year; some restrictions may apply (value: \$500).
- Company link on our website!

## **Option 3**

For \$1,900 you will receive:

- A full size banner ad – artwork to be supplied by company to the Oak Lawn Park District.
- A full-size banner ad – advertising panel contracted for three years .
- Location of banner is on a first- come, first-serve basis.
- 100 complimentary Open Gym passes for your corporate use each year; some restrictions may apply (value: \$1,000).
- Company link on our website!

# 4. DASHER BOARDS -ICE ARENA

(9320 S. KENTON AVE.)

Arena dasher boards expose your business or organization to a captive audience of thousands each week! Dasher boards are the special advertising panels that make a "ring" around the Arena. Advertising space is available on these boards and can be seen on the ice and from the bleacher seating. These panels (approximately 3 x 8 ft.) are a prime way to create positive advertising impressions to a wide spectrum of spectators.



Please contact the Ice Arena at 708-857-5173 for availability or more information.

**ALL ARTWORK TO BE SUPPLIED BY COMPANY TO THE OAK LAWN PARK DISTRICT.  
LOCATION OF BANNER AD IS ON A FIRST-COME, FIRST-SERVE BASIS.**

## **Option 1**

For \$700 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for 1 (one) year.
- 25 complimentary Open Skate skating passes for your corporate use; some restrictions apply (value: \$175).
- Company link on our website (<http://www.olparks.com/parks-facilities/ice-arena>) for 1 (one) year.

## **Option 2**

For \$1,300 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for 2 (two) years.
- 50 complimentary Open Skate skating passes for your corporate use each year; some restrictions may apply (value: \$350).
- Company link on our website (<http://www.olparks.com/parks-facilities/ice-arena>) for 2 (two) years.

## **Option 3**

For \$1,900 you will receive:

- A full size (3 x 8 ft.) dasher board ad contracted for 3 (three) years.
- 100 complimentary Open Skate skating passes for your corporate use each year; some restrictions may apply (value: \$700).
- Company link on our website (<http://www.olparks.com/parks-facilities/ice-arena>) for 3 (three) years.

# 5. SCOREBOARD ADS: Call for availability

With strategic placement on our scoreboards, you will enjoy maximum exposure to this highly sought after target market of consumers. These highly visible locations allow you to showcase your logo to the masses.

## **ICE ARENA SCOREBOARDS (9320 S. KENTON AVE.)**

\$25,000 for two or \$15,000 for one. The life of a new scoreboard is approximately 12-15 years.

Please contact the Ice Arena at 708-857-5173 for availability or more information.

## **COMMUNITY PAVILION SCOREBOARD (9401 S. OAK PARK AVE.)**

\$10,000 for the life of a new scoreboard which is approximately 12-15 years.

Please contact Tom Hartwig at 708-857-2420 or [thartwig@olparks.com](mailto:thartwig@olparks.com) for availability or more information.

# 6. LOGO LIGHT PROJECTION -ICE ARENA



Make an impression with special effect lighting logo projection. Display your logo in light around the ice arena during our most popular open skate sessions. We average about 250 people during our open skate sessions. The effect lighting quickly catches the eye of our patrons making your logo highly visible. This is a one of a kind opportunity!

\$500 will get your logo displayed during all open skates, special events, and DJ nights during a 3 month period. Combo packages with other advertising options are available upon request.

Please contact the Ice Arena at 708-857-5173 for availability or more information.

# 7. PROMOTIONAL PRODUCTS

Get your company branded! Check out these promotional products where your logo will be branded on each item.

## A. BENCHES

The Ice Arena revamped the lobby with NEW benches. Therefore, to subsidize cost and to provide your business with a long lasting show of community support at a low cost, different bench sizes and sponsorship levels are available. The lifetime of the benches is estimated at 10 years. Estimated annual traffic into the Ice Arena is 125,000.

**Option 1:** One (1) 12 x 8 ft. bench at \$633 (limited space, please check on availability). Receive an engraved plaque with "Sponsored By (Business Name)", Logo on website (Ice Arena's page) that links back to your business website for 1 year (starting from day payment is received), and your business name and address listed in the upcoming issue of the seasonal program guide that is delivered to each household in Oak Lawn.

**Option 2:** One (1) 6 x 4 ft. bench at \$371 (limited space, please check on availability). Receive an engraved plaque with "Sponsored By (Business Name)".

Please contact the Ice Arena at 708-857-5173 for availability or more information.

## B. COMMUNITY PAVILION GYMNASIUM CURTAIN DIVIDER



Dividers are used during Camps, Adult Athletics (Volleyball, Ball Hockey, Basketball, and for some Special Events), Youth Athletics (Volleyball, Ball Hockey, Basketball, and for some Special Events) and Open Gym. Visibility of logo will be seen by the estimated 1,000's of people who travel through our facility per week. A one color, 3' x 5' logo on one side of the curtain divider is \$9,500. Two curtains are available. Shelf life for a divider is 5 years (\$1,900 per year).

Please contact Tom Hartwig at 708-857-2420 or thartwig@olparks.com for availability or more information.

# 7. PROMOTIONAL PRODUCTS-CONTINUED

## C. COMMUNITY PAVILION SOFTBALLS

### Option 1:

Approximately 500, 16" softballs in the Summer - \$5,000 to have your logo branded on each softball.

### Option2:

Approximately 300, 16" softballs in the Fall - \$3,000 to have your logo branded on each softball.

Please contact Cate O'Brien at 708-857-2420 or [cobrien@olparks.com](mailto:cobrien@olparks.com) for availability or more information.

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## D. GYMNASTICS TUMBLE TRAK SIDE PANEL ADVERTISING



The Racquet, Fitness and Gymnastics Center is host to the largest program in the Oak Lawn Park District. Over 2500 participants and their parents attend the gymnastics programs each week. Program includes classes and our ever popular Open Gyms, offered several times per week. These programs not only attract residents of Oak Lawn, but many surrounding communities which will give your company broad exposure to a wide variety of patrons.

The Tumble Trak is located near the center of the gymnastics area and is a focal point of the gym. Each side panel is 20" x 10'. Panels are available on a first- come, first- serve basis and can be purchased individually or in multiple units. All artwork is to be supplied by your company to the Oak Lawn Park District.

The 4 side panels are viewable from the gymnastics area as well as the lobby and viewing balcony.

**Option 1:** Your logo/business information will be displayed for a one year period at the cost of \$650 per panel. This will give you exposure through our Spring, Summer, Fall and Winter sessions.

**Option 2:** Your logo/ business information will be displayed for a two year period at the cost of \$1000 per panel. This will give you exposure through two full years of our Spring, Summer, Fall and Winter sessions.

Please contact Deirdre White at 708-857-2215 or [dwhite@olparks.com](mailto:dwhite@olparks.com) for availability or more information.

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## E. STONY CREEK GOLF COURSE

### Option 1: **Beverage Cart**

Have you business name and logo printed on a 2' x 4' banner displayed on Stony Creek Golf Course's beverage cart from April through September (6 months) - \$400

### Option 2: **Banner on the Clubhouse Fence**

Have you business name and logo printed on a 3' x 5' banner displayed on Stony Creek Golf Course's Clubhouse fence from March through October (8 months) - \$550

### Option 3: **Banner on Driving Range Fence**

Have you business name and logo printed on a 3' x 5' banner displayed on Stony Creek Golf Course's Driving Range fence from March through October (8 months) - \$550

Please contact Andy Dudczyk at 708-857-2433 or [adudczyk@olparks.com](mailto:adudczyk@olparks.com) for availability or more information.

# Oak Lawn Park District Advertising Contract

Please complete the form below and return to the Park District along with payment.

A schedule of ad deadline and estimated program guide delivery dates are on the back of this form.

## BANNER BOARDS:

Community Pavilion: Option 1  Option 2  Option 3

## DASHER BOARDS:

Ice Arena: Option 1  Option 2  Option 3

## SCORE BOARD ADS:

Community Pavilion:

Ice Arena:

## LOGO LIGHT PROJECTION

Ice Arena Special Effect Lighting:

## PROMOTIONAL PRODUCTS:

Ice Arena Benches: Option 1  Option 2

Community Pavilion Curtain Divider:

Community Pavilion Softballs:

Gymnastics Tumble Trak Side Panel:

Stony Creek Banners: Option 1  Option 2  Option 3

DATE: \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_



Please email a high resolution JPEG or PDF to [diwinski@olparks.com](mailto:diwinski@olparks.com).

Please make checks payable to the Oak Lawn Park District.

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