

VILLAGE OF ORLAND PARK - MARKETING ASSETS

EVENTS
CONCERTS IN THE PARK- CRESCENT PARK
Banners at entrances, stage banner, and on Ravinia Avenue
Bench/table plaques
Branded selfie station
Gift card giveaway station
Booths erected on the site
Product sampling opportunities
Goodie bags
Branded charging station
Onsite live interview
Flyers/postcards
Display cases in train station
30 second on stage spot at event
Estimate of yearly attendance: 600-1,500
FUN IN THE PARK/ LOCAL PARKS
Places for banners over/at entrances/ near Lagrange Road
Bench/table plaques
Branded selfie station
Gift card giveaway station
Booths erected onsite
Product sampling
Goodie bags
Flyers/postcards
30 second on stage spot at event
Estimate of yearly attendance: 500-1,000
CENTENNIAL PARK WEST CONCERT
Presenting sponsor
Category exclusivity
Stage banner, near 108th and 153rd
Bench/table plaques
Branded selfie station
Gift card giveaway station
Booths erected onsite
Floors/lit logo ads/ balloon ad
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Onsite livestream interview
VIP tent
Emcee mention
30 second on stage spot at event
Estimate of yearly attendants: 1,500-2,500

VILLAGE OF ORLAND PARK - MARKETING ASSETS

TASTE OF ORLAND PARK
Presenting sponsor
Staff/volunteer t-shirts
Emcee mentions
30 second spot at event
Booth
Places for banners at entrances and stage, near Ravinia Avenue, electronic board
Bench/table plaques
Branded cups
Bathroom read ads
Branded selfie station
Branded volunteer station
Branded charging station
Gift card giveaway station
Floors/lit logo ad/ balloon ad/ jumbotron
Team building opportunities
Exclusive event volunteer opportunities
Maps or programs
VIP tent
Backstage passes
Possible celebrity meet and greet
Parking passes
Onsite livestream interview
VOP website ad opportunities
Cable channel slides
Closed TV at Village Hall
Flyers/postcards
Summer program guides
Included on press release
Social media including Facebook, Twitter and Instagram
Right of first refusal
Estimate of Attendants: 40,000 - 45,000
INDEPENDENCE DAY FIREWORKS
Presenting sponsor
Category exclusivity
Booth
Places for banners at entrances, stage and on Ravinia Avenue
Bench/table plaques
Branded volunteer station

VILLAGE OF ORLAND PARK - MARKETING ASSETS

Branded charging station
Gift card giveaway station
Floors/lit logos ads/balloon ads/jumbotron
Team building opportunities
Event volunteer opportunities
Livestream onsite interview
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Maps or programs
VIP tent
Backstage passes
Possible celebrity meet and greet
Parking Passes
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Right of first refusal
Estimate of Attendants: 5,000
TURKEY TROT
Presenting sponsor
Category exclusivity
Banners on start/finish inflatable; in FLC gym and on Ravinia Avenue
Branded selfie station
Gift card giveaway station
Floors/ lit logo ad/ balloon ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Parking Passes
Closed TV at Village Hall
Goodie bags
Emcee mention
Livestream Onsite Interview
VIP area/tent
30 second on stage spot at event
Right of first refusal
Estimate of Attendants: 900 + Spectators

VILLAGE OF ORLAND PARK - MARKETING ASSETS

MARKET AT THE PARK (TBD)- Approx. 15 weeks
Places for banners at entrances including 143rd and Lagrange Road entrances
Bench/table Plaques
Floor Ad
Branded selfie station
Branded charging station
Gift card giveaway station
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Flyers/postcards
Display cases
Parking Passes
VIP tent
Emcee mention
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of Attendants: 150-200 per week
CINDERELLA'S BALL- CULTURAL ARTS
Presenting sponsor
Categor exclusivity
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Cable channel slides
Closed TV at Village Hall
Flyers/postcards
Emcee mention
Booth
30 second on stage spot at event
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Flyers/postcards
Display cases
Right of first refusal
Estimate of Attendants: 250-300

VILLAGE OF ORLAND PARK - MARKETING ASSETS

SPORTSPLEX -SENIOR WEEK- OCTOBER
Places for banners at entrances
Bench/table plaques
Branded selfie station
Bathroom read ads
Gift card giveaway station
Floors/lit logo ad
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Special event guides
Maps or programs
Display cases
VIP tent
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of Attendants: 100-150
SPORTSPLEX - KIDS TURKET TROT- NOVEMBER
Places for banners at entrances
Branded selfie station
Gift card giveaway station
Floors/ lit logo ad
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Maps or programs
Display cases
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of attendants: 200 + families

VILLAGE OF ORLAND PARK - MARKETING ASSETS

SPORTSPLEX-FAMILY HEALTH FAIR - APRIL
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Maps or programs
Display cases
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of attendants: 200 +
SPORTSPLEX - OPEN HOUSE- AUGUST
Places for banners at entrances
Bench/table plaques
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Maps or Programs
Display cases
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of Attendants: 60-75

VILLAGE OF ORLAND PARK - MARKETING ASSETS

SANTA'S PIT STOP- DECEMBER
Branded Selfie Station
Gift Card Giveaway Station
Floors/lit logo ads
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV at Village Hall
Flyers/postcards
30 second on stage spot at event
Estimate of Attendants: 125 +
ARTS COMMISSION EVENTS
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Flyers/postcards
Maps or programs
VIP tent/table
Backstage passes
Possible celebrity meet and greet
Parking passes at events
30 second on stage spot at event
Estimate of Attendants: 40-150 per event
THEATER EVENTS/CARL SANDBURG/CIVIC CENTER/ORLAND CHATEAU
Places for banners at entrances
Branded selfie station
Gift card giveaway station

VILLAGE OF ORLAND PARK - MARKETING ASSETS

Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV at Village Hall
Flyers/postcards
Maps or Programs
Parking passes at events
30 second on stage spot at event
Estimate Attendants Per Year: 2,000
DANCE RECITAL PROGRAM/CARL SANDBURG HIGH SCHOOL
Places for banners at entrances
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Goodie bags
Social media including, Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Parking passes at events
Maps or programs
30 second on stage spot at event
Estimate of Attendants: 1800+ over 3 nights
SMART LIVING/CULTURAL CENTER AND AT VARIOUS EVENTS
Places for banners at entrances
Bench/table plaques
Bathroom read ads

VILLAGE OF ORLAND PARK - MARKETING ASSETS

Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Every potential space for logo placement
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Display cases
Event Attendants: 15-140 per event
IMPROV/CULTURAL CENTER
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Every potential space for logo placement
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV
Flyers/postcards
Maps or programs
Display cases
30 second on stage spot at event
Estimate of yearly Attendants: 500+

VILLAGE OF ORLAND PARK - MARKETING ASSETS

EARLY CHILDHOOD- GRADUATION (FLC)
Places for banners over entrances- <i>track</i>
Bench/table plaques
Bathroom read ads
Floors/lit logo ads
Estimate of Attendants: 600+
AFTER SCHOOL PALS- CULTURAL CENTER
Staff and After School Pals T-Shirt Ad
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Flyers/postcards
Parent guide
Display case
Estimate of Attendants: 50+
DAYCAMP CAC & FLC
Staff and camper T-shirt ad
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Day camp programs/parent handbooks
30 second on stage spot at event
Estimate of Attendants: 300+

VILLAGE OF ORLAND PARK - MARKETING ASSETS

FACILITIES
JOHN HUMPHREY COMPLEX
Naming rights
Places for banners at entrances, and at baseball fields
Bench/table plaques
Gift card giveaway station
Floors/ lit logo ad
Access to exclusive team building opportunities/ volunteer opportunities
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Bathroom read ads
Flyers/postcards
Maps or programs
Display cases
Backstage passes
Possible celebrity meet and greet
Car Passes at events
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of attendants: 10,000 per year
CENTENNIAL PARK
Naming rights
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/ lit logo ads
Access to exclusive team building opportunities/volunteer opportunities
VOP website ad opportunities
Cable channel slides
Flyers/postcards
Maps or programs
Display cases
Backstage passes
Possible celebrity meet and greet
30 second on stage spot at event
20 minute class or opportunity to engage attendees
Estimate of Attendants: 20,000 per year

VILLAGE OF ORLAND PARK - MARKETING ASSETS

CENTENNIAL PARK AQUATIC CENTER
Naming rights
Staff T-shirts Ads
Bench/table plaques
Bathroom read ads
Branded volunteer station
Branded charging station
Branded selfie station
Floors/lit ads
Access to exclusive team building opportunities
Social media including Facebook, Twitter and Instagram
Flyers
Maps or programs
30 second announcement
Sampling opportunities
20 minute class / opportunity to engage attendees
Estimate of Attendants 2016-17: 75,000
ORLAND PARK HEALTH AND FITNESS CENTER
Naming rights to weight room, cardio Area, track
Banners at entrances in the interior of building
Branded selfie station
Gift card giveaway station
Floors/lit logo ads
Social media including Facebook, Twitter and Instagram
VOP website ad opportunities
Cable channel slides
Closed TV at Village Hall
Flyers/postcards
Maps or programs
Display cases
Table/booth at facility
20 minute class or opportunity to engage attendees
Team building experiences at facility or event
Estimate of Attendants: 3,000 members

VILLAGE OF ORLAND PARK - MARKETING ASSETS

ORLAND PARK SPORTSPLEX
Naming rights: weight room, fitness center, group X studio
Banners at entrance and in gym, and soccer field.
Bench/table plaques
Bathroom read ads
Branded selfie station
Gift card giveaway station
Floors/ lit logo ads
Access to exclusive team building opportunities
Access to exclusive event volunteer opportunities
Social media including Facebook, Twitter and Instagram
Closed TV/Cable channel slide
Display cases at Sportsplex
VIP tent- Table in front of members only with a scoreboard sponsorship
Possible celebrity meet and greet- with scoreboard sponsorship
20 minute class or opportunity to engage attendees
Sampling opportunities
Estimate of yearly attendants: 250,000 (4,000 members)
FRANKLIN LOEBE CENTER
Naming Rights: gym, locker rooms, classrooms
Banners in gym area
Bench/table plaques
Bathroom read ads
Branded selfie station
Floors/lit logo ads
Flyers/postcards
Maps or programs
Display cases
Estimate of Attendants: N/A
CULTURAL CENTER
Naming rights: various rooms
Places for banners at entrances
Bench/table plaques
Bathroom read ads
Branded selfie station
Floors/ lit logo ads
Closed TV
Flyers/postcards
Maps or programs
Display cases
20 minute class or opportunity to engage attendees
Estimate of yearly attendants: 5,000