

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

| EVENTS                                                    |
|-----------------------------------------------------------|
| <b>CONCERTS IN THE PARK- CRESCENT PARK</b>                |
| 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                          |
| <b>Estimate of yearly attendance: 600-1,500</b>           |
|                                                           |
| <b>FUN IN THE PARK/ LOCAL PARKS</b>                       |
| 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                          |
| <b>Estimate of yearly attendance: 500-1,000</b>           |
|                                                           |
| <b>CENTENNIAL PARK WEST CONCERT</b>                       |
| 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                          |
| <b>Estimate of yearly attendants: 1,500-2,500</b>         |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                                                  |
|----------------------------------------------------------------------------------|
|                                                                                  |
| <b>TASTE OF ORLAND PARK</b>                                                      |
| 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                                                           |
| <b>Estimate of Attendants: 40,000 - 45,000</b>                                   |
|                                                                                  |
| <b>INDEPENDENCE DAY FIREWORKS</b>                                                |
| Presenting sponsor                                                               |
| Category exclusivity                                                             |
| Booth                                                                            |
| Places for banners at entrances, stage and on Ravinia Avenue                     |
| Bench/table plaques                                                              |
| Branded volunteer station                                                        |

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|                                                                      |
|----------------------------------------------------------------------|
| 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                                               |
| <b>Estimate of Attendants: 5,000</b>                                 |
|                                                                      |
| <b>TURKEY TROT</b>                                                   |
| 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                                               |
| <b>Estimate of Attendants: 900 + Spectators</b>                      |
|                                                                      |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                                             |
|-----------------------------------------------------------------------------|
| <b>MARKET AT THE PARK (TBD)- Approx. 15 weeks</b>                           |
| 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                          |
| <b>Estimate of Attendants: 150-200 per week</b>                             |
|                                                                             |
| <b>CINDERELLA'S BALL- CULTURAL ARTS</b>                                     |
| 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                                                      |
| <b>Estimate of Attendants: 250-300</b>                                      |
|                                                                             |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                        |
|--------------------------------------------------------|
| <b>SPORTSPLEX -SENIOR WEEK- OCTOBER</b>                |
| 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     |
| <b>Estimate of Attendants: 100-150</b>                 |
|                                                        |
| <b>SPORTSPLEX - KIDS TURKET TROT- NOVEMBER</b>         |
| 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     |
| <b>Estimate of attendants: 200 + families</b>          |
|                                                        |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                        |
|--------------------------------------------------------|
| <b>SPORTSPLEX-FAMILY HEALTH FAIR - APRIL</b>           |
| 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     |
| <b>Estimate of attendants: 200 +</b>                   |
|                                                        |
| <b>SPORTSPLEX - OPEN HOUSE- AUGUST</b>                 |
| 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     |
| <b>Estimate of Attendants: 60-75</b>                   |
|                                                        |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                                 |
|-----------------------------------------------------------------|
| <b>SANTA'S PIT STOP- DECEMBER</b>                               |
| 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                                |
| <b>Estimate of Attendants: 125 +</b>                            |
|                                                                 |
| <b>ARTS COMMISSION EVENTS</b>                                   |
| 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                                |
| <b>Estimate of Attendants: 40-150 per event</b>                 |
|                                                                 |
| <b>THEATER EVENTS/CARL SANDBURG/CIVIC CENTER/ORLAND CHATEAU</b> |
| 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                          |
| <b>Estimate Attendants Per Year: 2,000</b>                |
|                                                           |
| <b>DANCE RECITAL PROGRAM/CARL SANDBURG HIGH SCHOOL</b>    |
| 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                          |
| <b>Estimate of Attendants: 1800+ over 3 nights</b>        |
|                                                           |
| <b>SMART LIVING/CULTURAL CENTER AND AT VARIOUS EVENTS</b> |
| 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                                          |
| <b>Event Attendants: 15-140 per event</b>              |
|                                                        |
| <b>IMPROV/CULTURAL CENTER</b>                          |
| 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                       |
| <b>Estimate of yearly Attendants: 500+</b>             |
|                                                        |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

|                                                 |
|-------------------------------------------------|
| <b>EARLY CHILDHOOD- GRADUATION (FLC)</b>        |
| Places for banners over entrances- <i>track</i> |
| Bench/table plaques                             |
| Bathroom read ads                               |
| Floors/lit logo ads                             |
| <b>Estimate of Attendants: 600+</b>             |
|                                                 |
| <b>AFTER SCHOOL PALS- CULTURAL CENTER</b>       |
| 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                                    |
| <b>Estimate of Attendants: 50+</b>              |
|                                                 |
| <b>DAYCAMP CAC &amp; FLC</b>                    |
| 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                |
| <b>Estimate of Attendants: 300+</b>             |
|                                                 |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

| <b>FACILITIES</b>                                                        |
|--------------------------------------------------------------------------|
| <b>JOHN HUMPHREY COMPLEX</b>                                             |
| 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                       |
| <b>Estimate of attendants: 10,000 per year</b>                           |
|                                                                          |
| <b>CENTENNIAL PARK</b>                                                   |
| 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                       |
| <b>Estimate of Attendants: 20,000 per year</b>                           |
|                                                                          |

## VILLAGE OF ORLAND PARK - MARKETING ASSETS

| <b>CENTENNIAL PARK AQUATIC CENTER</b>                  |
|--------------------------------------------------------|
| 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      |
| <b>Estimate of Attendants 2016-17: 75,000</b>          |
|                                                        |
| <b>ORLAND PARK HEALTH AND FITNESS CENTER</b>           |
| 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         |
| <b>Estimate of Attendants: 3,000 members</b>           |

## 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                                                 |
| <b>Estimate of yearly attendants: 250,000 (4,000 members)</b>          |
|                                                                        |
| 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                                                          |
| <b>Estimate of Attendants: N/A</b>                                     |
|                                                                        |
| 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                     |
| <b>Estimate of yearly attendants: 5,000</b>                            |