

Village of Orland Park Recreation Department

2018 Sponsorship Opportunities



December 4, 2017



MARKETING TRENDS

- Business partnerships are “*real*” relationships.
- Designated staff
- Flexibility to customize sponsor packages
- Offer higher level packages
- Naming rights
- 2018-2019 Timetable

NOW WHAT?

Our Marketing Assets



- Determine what we have to offer.
 - Facilities- Indoor and Outdoor Venues
 - Events
 - Our reach
 - 410,971 Annual Web Page Views
 - 50,000 Households Print Media
 - 11,663 Facebook Followers
 - 4,436 Twitter Followers
 - 1,674 Instagram Followers
 - 16,170 Constant Contact Addresses

2018 TASTE OF ORLAND PARK

Presenting Sponsor \$50,000

- 30 second speaking opportunity at opening of each day
- “Emcee mention”- before headliner performance each day
- Balloon ad/ concrete graphic
- Exclusive stage signage
- Category exclusivity
- Recognition plaque
- Company logo on all staff & volunteer t-shirts
- Corporate Sportsplex membership for 15 employees
- Sponsor booth
- 10 mentions on social media
- Onsite livestream interview
- VIP tent and parking passes
- 1 assigned VOP staff member to assist at the event each day
- Right of first refusal for 2019
- Logo on VOP website, and all media, posters, postcards, and program guide.



2018 TASTE OF ORLAND PARK



Major Sponsor \$20,000

- Logo on entrance banner
- Company logo on all cups
- Verbal recognition at events
- 8 mentions on social media
 - Sponsor booth
 - Logo on VOP website
 - Parking passes
- 2 assigned volunteers to assist in set up and take down each day.
- Right of first refusal for 2019
- Logo on VOP website, program guide, posters, postcards

NAMING RIGHTS

Indoor and Outdoor Opportunities

- Over **30 events and programs**; including After School Pals and the VOP day camp program
- Holiday light presenting opportunity
- **Facilities**
 - Village Center
 - FLC Outdoor Amphitheatre
 - Franklin Loebe Center
 - Orland Park Sportsplex- specific spaces
 - John Humphrey Complex
 - Orland Park Health And Fitness Center- specific space
 - Centennial Park
 - Centennial Park Aquatic Center
 - Ice Rink
 - Dog Park
 - Centennial Park West



CUSTOM PACKAGES AND CLOSING THE DEAL

The possibilities are endless.

- Example customized package
 - Local orthopaedic practice wanting to attract the 30-40 age range with families.
- Add-on possibilities...
 - Charging stations
 - Branded selfie stations
 - Tasting/sampling booth
 - Speaking opportunities
 - Team building opportunities
 - Volunteer opportunities
 - Corporate event at Sportsplex
 - Category exclusivity
 - Right of first refusal



REQUEST BOARD APPROVAL FOR THE FOLLOWING:

- **FLEXIBILITY TO CREATE AND CUSTOMIZE, COMPREHENSIVE SPONSORSHIP PACKAGES.**
- **OFFER “PRESENTING” SPONSOR OPPORTUNITIES AT EVENTS**
- **NAMING RIGHTS FOR FACILITIES (INDOOR AND OUTDOOR); INCLUDING THE POSSIBILITY OF FUTURE VENUES, SUCH AS, CENTENNIAL PARK WEST BAND SHELL.**
- **PLATFORMS TO OFFER OUR EXCLUSIVE NEW OPPORTUNITIES.**
- **BOARD ASSISTANCE WITH BUSINESS PARTNERSHIPS.**

Village of Orland Park
Top 12 *Chicago* Magazine's
2014 "Best Places to Live."