



**CHAMPAIGN  
PARK DISTRICT**

# CHAMPAIGN PARK DISTRICT EVENTS SPONSOR OPPORTUNITIES



# SIGNATURE EVENTS Sponsorship

**3,000**  
NEWSLETTER SUBSCRIBERS

**10,000**  
WEBSITE VISITS

**40,000+**  
MONTHLY SOCIAL MEDIA REACHES

**100,000+**  
BILLBOARD IMPRESSIONS

**ATTENDANCE RANGE:  
1000-10,000+**

**SPONSORSHIP RANGE:  
\$1000-\$10,000**

Sponsor Benefits	In-Kind	Bronze \$1000-\$2500	Silver \$3000-\$5000	Gold \$5500-\$7500	Platinum \$8000-\$10,000
Billboard					X
Radio Ads				X	X
Website		X	X	X	X
Print Media			X	X	X
Social Media		X	X	X	X
Vendor Booth	X	X	X	X	X
Verbal Recognition	X	X	X	X	X
On-Site Banner				X	X
"Presented By" in promotions					X



## **Eggstravaganza** Spring Event

One of CU's biggest egg hunts, attracting families and creating cherished memories for children aged 10 and under. This event is filled with excitement as kids embark on age-specific egg hunts, enjoy hay-rack rides, win prizes, and even meet the beloved Bunny. This event promises to be a highlight of the season, offering valuable brand exposure and community engagement.



## **Lakeside Brews, Beats & Eats** Summer Event

The ultimate summer celebration, this festival caters to adults aged 21+, offering live music, a food truck rally, and a selection of beverages curated from top breweries. Align your brand with a premium event that promises to attract a diverse, engaged audience seeking to indulge in the best of summer vibes.

## **C-U Days** Summer Event

This vibrant event features attractions for all ages, including live entertainment, local cuisine, a basketball tournament, children's activities, and a large senior luncheon turnout. Sponsoring C-U Days presents a unique opportunity to enhance brand visibility, engage with diverse audiences, and demonstrate commitment to community enrichment.



## SIGNATURE EVENTS



### **West Side Arts Summer Event**

West Side Arts is a collaboration between Champaign Park District and 40 North, uniting artists and art enthusiasts for a free juried art festival. Experience the vibrant art community as attendees explore and purchase exceptional local and regional artworks spanning various mediums. As a sponsor, you'll have a unique opportunity to connect your brand with creativity and culture, reaching a diverse audience of art lovers and supporting the flourishing arts community.



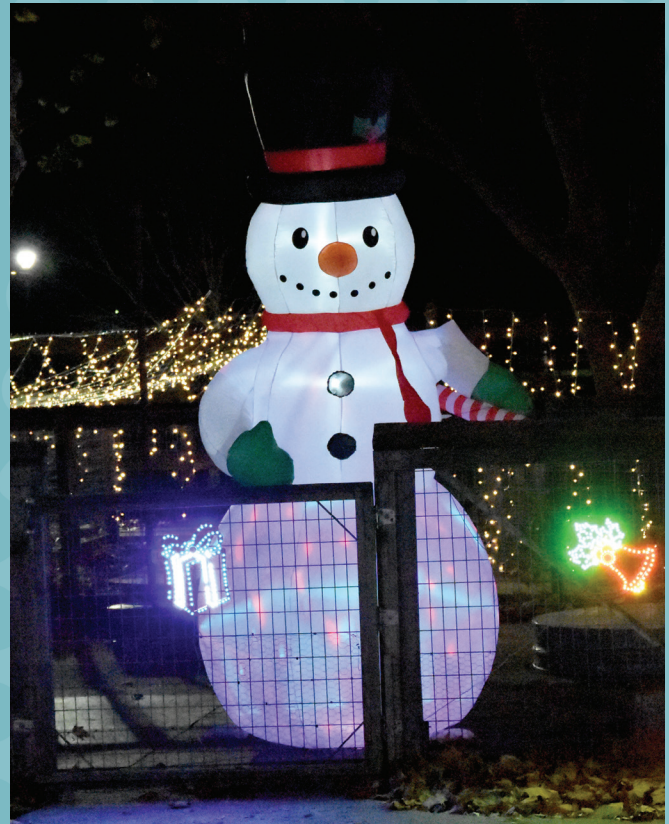
### **Flannel Fest Fall Event**

Flannel Fest transforms West Side Park into a community hub of fall festivities. Prepare for the excitement of mustache contests, daring hot pepper eating challenges, and so much more! It's a day filled with live lumberjack shows, local music, free games, hayrack rides, inflatables, and ice-cold beer to quench the thirst of festival-goers. As a sponsor, you'll have a prime to share your message with thousands of community members!

### Halloween FunFest

#### Fall Event

Connect with thousands of families at this premier Halloween event. Presented by the Champaign and Urbana Park Districts in collaboration with Market Place Mall, this event has been delighting families for over 30+ years. Children aged 12 and under can revel in the excitement of trick-or-treating throughout the mall, while enjoying halloween-themed games and activities, plus a costume contest, where participants can showcase their creativity, originality, and flair. Best of all, this event is entirely free!



### Winter Nights at Prairie Farm

#### Fall/Winter Event

Prepare to illuminate the holiday season during Winter Nights at Prairie Farm. This free, immersive experience begins the Friday after Thanksgiving and runs through the first of the new year. This event invites visitors to experience the magic of the season with festive light displays adorning the picturesque farm, creating an accessible and inclusive experience for all. On Friday and Saturday nights, guests can warm up with complimentary hot cocoa, adding an extra dash of warmth and cheer to the festivities. Partner with us to support this cherished community event and shine a light on your brand throughout the holiday season.

# COMMUNITY EVENTS Sponsorship

**3,000**  
NEWSLETTER SUBSCRIBERS

**10,000**  
WEBSITE VISITS

**40,000+**  
MONTHLY SOCIAL MEDIA REACHES

**ATTENDANCE RANGE:  
100-2000+**

**SPONSORSHIP RANGE:  
\$500-\$5000**

Sponsor Benefits	In-Kind	Bronze \$500-\$1000	Silver \$1500-\$2000	Gold \$2500-\$3500	Platinum \$4000-\$5000
Radio Ads					X
Website		X	X	X	X
Print Media			X	X	X
Social Media		X	X	X	X
Vendor Booth	X	X	X	X	X
Verbal Recognition	X	X	X	X	X
On-Site Banner				X	X
“Presented By” in promotions					X

## Nite Lite Egg Pursuit Spring Event

Sponsors, get ready for an egg-citing adventure at our adult egg hunt, exclusively for ages 21+! Participants hunt for hidden treasures and vie for a multitude of prizes, including grand prizes for those lucky enough to discover the coveted bronze, silver, or golden eggs. Partner with us to showcase your brand to hundreds of engaged adults.



## Touch-A-Truck Spring Event

Gear up for an fun experience! Families and children of all ages explore a variety of vehicles up close, from fire trucks to construction machinery and everything in between. It's a hands-on adventure where imaginations soar. As a sponsor, you'll have the opportunity to support this community event while showcasing your brand to a diverse audience of families and truck enthusiasts.



## Juneteenth Summer Event

Be part of this historic celebration marking the abolition of slavery in the United States. Experience a day filled with music, vendor experiences, and educational insights. Juneteenth offers something for everyone, with children's activities including arts and crafts, bounce houses, obstacle courses, and splash pad to beat the heat. By sponsoring Juneteenth, you'll align your brand with a culturally significant event.

## COMMUNITY EVENTS



### **Nightmare on Grove Street**

#### **Fall Event**

Join us for a ghoulishly good time at our kids' halloween event, where the spirits of fun and fright come alive! Get ready for a bewitching extravaganza filled with thrills, chills, and delightful spills! As a sponsor, you'll have the opportunity to be part of a frightfully fun-filled day for both children and families alike.



### **Holiday in Whoville**

#### **Winter Event**

Immerse yourself in the holiday spirit and support a cherished tradition! This event showcases the screening of the beloved 1966 television classic, Dr. Seuss's *How the Grinch Stole Christmas*, on Virginia's 52-foot-wide movie screen. Thousands of guests enjoy the magic of the season with pictures with Santa, hot chocolate, and trolley rides through Downtown Champaign. By sponsoring this event, you'll help create lasting memories for our community and showcase your brand to a captivated audience.



## COMMUNITY EVENTS



### Noon Year's Eve Drop

#### Winter Event

On December 31, hundreds of families ring in the new year at noon, complete with activities, music, noisemakers, and a countdown to the big moment. As thousands of balloons cascade down, it's a celebration like no other! This event is completely free, ensuring that everyone can participate. As a sponsor, you'll be known for creating joyful memories for families in our community.



### Frozen 5K

#### Winter Event

This chill-tastic fun run takes place in January, giving runners the chance to shake off the winter blues and embrace the invigorating spirit of a winter's run. Participants challenge themselves in this chip timed 5K, and receive race swag to commemorate their achievement. Partner with us to promote health, wellness, and community spirit while showcasing your brand to a dedicated audience of fitness enthusiasts.

# NEIGHBORHOOD EVENTS *Sponsorship*

**3,000**  
NEWSLETTER SUBSCRIBERS

**10,000**  
WEBSITE VISITS

**40,000+**  
MONTHLY SOCIAL MEDIA REACHES

**ATTENDANCE RANGE:  
100-500+**

**SPONSORSHIP RANGE:  
\$100-\$1000**

Sponsor Benefits	In-Kind	Bronze \$100-\$250	Silver \$300-\$500	Gold \$550-\$750	Platinum \$800-\$1000
Website		X	X	X	X
Print Media			X	X	X
Social Media		X	X	X	X
Vendor Booth	X	X	X	X	X
Verbal Recognition	X	X	X	X	X
On-Site Banner					X
"Presented By" in promotions					X

## NEIGHBORHOOD EVENTS



### **Sensory Egg Hunt** Spring Event

It's a joyous celebration of spring at Prairie Farm with CUSR! Bring your baskets and prepare for a sensory egg hunt, where special eggs with lights, sounds, and textures await discovery. This event helps foster socialization and independence among participants, enhancing their skills and making lasting memories. Help contribute to creating inclusive, enriching experiences for our community.



### **Jazz in the Park** Summer Event

Each month, talented jazz musicians will grace the stage in a different neighborhood park under the open sky. We invite guests to bring their lawn chairs, blankets, and refreshments, and prepare to unwind with the soulful sounds of jazz. By sponsoring Jazz in the Park, you'll support community engagement and cultural enrichment while gaining exposure to a diverse audience.

### **Hessel Park** **Concerts** Summer Event

This summer, we invite you to join us at Hessel Park for a series of unforgettable concerts. Friends, family, and neighbors come together for evenings filled with live music and community spirit. By sponsoring the Hessel Park Concert series, you'll contribute to vibrant community events while increasing visibility and help create a memorable experience for all.



## NEIGHBORHOOD EVENTS



### **Thursday Night Flix** Summer Event

Here's your chance to be part of a Champaign Park District summer tradition with Thursday Night Flix! Once a month, we host a magical outdoor movie experience. Starting at dusk we invite the community to sit back, relax, and enjoy a film under the stars. Be a movie-night hero! Sponsors can help provide the popcorn, sweet treats, and drinks, so all guests need to do is gather their family and friends for an evening of entertainment.



### **Day in the Park** Summer Event

This delightful occasion offers a carnival-like atmosphere, complete with games, music, food, and more. Families and friends gather to enjoy a fun-filled day in the park, creating cherished memories, and fostering community spirit. Each month we will visit a different neighborhood park bringing carnival-like fun to the area. Don't miss out on this chance to be part of the excitement and gain valuable exposure.



### **Giving on Grove: Holiday Toy Drive** Winter Event

Get ready to spread the holiday cheer at Giving on Grove: Holiday Toy Drive! Enjoy live music, tasty treats, and a festive atmosphere as we collect toys to brighten the spirits of kids across our city. Let's make this holiday season one to remember by giving back and spreading joy on Grove Street!

# SIGNATURE SPONSOR AGREEMENT



**3,000**

NEWSLETTER SUBSCRIBERS

**10,000**

WEBSITE VISITS

**40,000+**

MONTHLY SOCIAL MEDIA REACHES

**100,000+**

BILLBOARD IMPRESSIONS

Business/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP DETAILS

**Eggstravanza**    In-Kind    Bronze    Silver    Gold    Platinum

**Lakeside Brews, Beats, & East**    In-Kind    Bronze    Silver    Gold    Platinum

**C-U Days**    In-Kind    Bronze    Silver    Gold    Platinum

**West Side Arts**    In-Kind    Bronze    Silver    Gold    Platinum

**Flannel Fest**    In-Kind    Bronze    Silver    Gold    Platinum

**Winter Nights**    In-Kind    Bronze    Silver    Gold    Platinum

• Signed Agreement must be received 60 days before event date

• Sponsorship money payable to Champaign Park District 30 days before event date

## Extras agreed upon by both parties:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return signed agreement and payment to:

Zoe Southlynn-Savage  
1311 W. Church St  
Champaign, IL 61821

Questions? zoe-southlynn@champaignparks.org

## SPECIAL NOTES

- Passing your sponsor benefits to other businesses, without pre-approval by Champaign Park District is not allowed.
- Onsite sales are allowed with prior approval from Special Events Manager.

As an authorized representative of the above-named business, I agree to sponsor the selected event hosted by the Champaign Park District as outlined above. I understand that we will receive benefits at the event as also outlined above. Any problems stemming from unprofessional activities may result in dismissal from the event and exclusion from future Champaign Park District events.

Signature

Date



**CHAMPAIGN  
PARK DISTRICT**



champaignparks.org

# COMMUNITY SPONSOR AGREEMENT



**3,000**

NEWSLETTER SUBSCRIBERS

**10,000**

WEBSITE VISITS

**40,000+**

MONTHLY SOCIAL MEDIA REACHES

Business/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP DETAILS

- Nite Lite Hunt     In-Kind     Bronze     Silver     Gold     Platinum
- Touch-A-Truck     In-Kind     Bronze     Silver     Gold     Platinum
- Juneteenth     In-Kind     Bronze     Silver     Gold     Platinum
- Nightmare Grove     In-Kind     Bronze     Silver     Gold     Platinum
- Whoville     In-Kind     Bronze     Silver     Gold     Platinum
- Noon Year's Drop     In-Kind     Bronze     Silver     Gold     Platinum
- Frozen 5K     In-Kind     Bronze     Silver     Gold     Platinum

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\_\_\_\_\_  
 Signature Date



**CHAMPAIGN  
 PARK DISTRICT**  
 champaignparks.org

# NEIGHBORHOOD SPONSOR AGREEMENT



**3,000**

NEWSLETTER SUBSCRIBERS

**10,000**

WEBSITE VISITS

**40,000+**

MONTHLY SOCIAL MEDIA REACHES

Business/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## SPONSORSHIP DETAILS

**Sensory Egg Hunt**  In-Kind  Bronze  Silver  Gold  Platinum

**Jazz in the Park**  In-Kind  Bronze  Silver  Gold  Platinum

**Hessel Park Concerts**  In-Kind  Bronze  Silver  Gold  Platinum

**Thurs Night Flix**  In-Kind  Bronze  Silver  Gold  Platinum

**Day in the Park**  In-Kind  Bronze  Silver  Gold  Platinum

**Giving on Grove**  In-Kind  Bronze  Silver  Gold  Platinum

## Extras agreed upon by both parties:

\_\_\_\_\_  
\_\_\_\_\_  
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Signature

Date



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