

SPONSORSHIP OPPORTUNITIES



The City offers numerous ways in which you can support the community through events, programs and services. The information below outlines the City's key events and programs that seek sponsorship support.

Independence Day Parade

In Attendance: More than 3,000 line the streets

The annual parade features more than 60 floats, marching bands, dignitaries, novelty groups, community entries and other special entertainment.



Independence Day Fireworks Display

In Attendance: More than 1,000 view the fireworks from Wolters Field

The fireworks display is best viewed from Wolters Field where viewers lay out blankets to watch the 30 minute show.

Bitter Jester Battle of the Bands

In Attendance: 300 – 1,000 viewers

Battle of the Bands in June brings in more than 15 local high school bands to compete for a grand championship; the top four bands perform on 4th of July leading up to the fireworks at Wolters Field.

Highland Park Business Summit

In Attendance: More than 200 business/property owners, real estate professionals and residents

The Business Summit, which takes place in October, brings together business leaders in the community and region to learn about the City's initiatives and strategic work plan, discuss strategies and opportunities, and network with peers, business leaders and community stakeholders.

Holiday Lighting Ceremony

In Attendance: More than 300

The Holiday Lighting Ceremony in November takes place in Port Clinton Square in downtown Highland Park and includes performances by local choirs and bands, a special appearance by Santa, a scavenger hunt and a lighting ceremony.



Senior Center Programming

More than 300 members

The Highland Park Senior Center provides health, recreational, cultural, educational and counseling services to the City's senior population ages 50 and older. Individuals interested in sponsoring Senior Center programming should contact Laura Frey, Program Coordinator, at (847) 432-4110 or lfrey@cityhpil.com.

Public Access Center

Reach: More than 59,000 in viewing audience for Community Channel, 29,000 for Government Channel

The Highland Park Public Access Television Center informs the public on municipal affairs, promotes participation in community programs and events and preserves public access through community television. The Center is open to community residents who wish to create non-commercial programming for local cable television.





SPONSORSHIP PACKAGES

While these sponsorship packages are designed to accommodate all sponsorship opportunities, some events and programs contain exceptions, such as the Business Summit and Senior Center programming. For those interested in sponsoring Senior Center programming, you may contact Laura Frey, Program Coordinator, at lfrey@cityhpil.com or (847) 432-4110. For more information about sponsorships or to customize your sponsorship package, please contact Karen Berardi, Management Analyst, at kberardi@cityhpil.com or (847) 926-1043.

Benefits	Reach	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Individual or Family Sponsor
		\$5000	\$2500	\$1000	\$500	\$150
Name & Logo on Sponsor Webpage for 1 year	97,000 visitors in 2013	✓				
Name & Logo on Banner/Poster on Location	Varies per event/program	✓				
Government/Public Channel Video Recognition	29,000+ reach	✓	✓			
Table at Event, 6' minimum	Varies per event/program	✓	✓			
Name in Annual Report	29,000+ reach to Highland Park residents	✓	✓			
Name in Two <i>Highlanders</i>	29,000+ reach per issue	✓	✓			
Name in One <i>Highlander</i>	29,000+ reach	✓	✓	✓		
Name on Event Webpage for 3 months	Approximately 24,000 visitors in 3 months	✓	✓	✓		
Name on Printed Material on Location	Varies per event/program	✓	✓	✓	✓	✓
Name in Promotional Material*	Limitless	✓	✓	✓	✓	✓

*Includes press release, digital media & social media

SPONSORSHIP APPLICATION



Please fill out the application below and return to Karen Berardi at kberardi@cityhpil.com or mail to 1707 St. Johns Avenue, Highland Park, IL 60035. Checks must be submitted no more than 30 days after a sponsorship confirmation letter has been sent by the City.

Thank you for your interest!

Organization Name:

Contact Name & Title:

Mailing Address:

Email:

Phone Number:

Website:

Please place a check mark in the box or boxes for the events & programs, and levels of sponsorship you are supporting:

	Platinum:\$ 5000	Gold: \$2500	Silver: \$1000	Bronze: \$500	Individual or Family: \$150
Independence Day Parade					
Independence Day Fireworks Display					
Bitter Jester Battle of the Bands					
Business Summit					
Holiday Lighting Ceremony					
Public Access Center					
Senior Center Programming	Sponsorship for Senior Center Programming is coordinated through Laura Frey, Program Coordinator, at (847) 432-4110 or lfrey@cityhpil.com .				

The above-referenced organization agrees to sponsor the City of Highland Park's

_____ (Name of Program/Event) effective on _____. I understand that, if this application is accepted by the City, the sponsorship is effective for one year from the Acceptance Date. I have read and understand the benefits as depicted in the Sponsorship Packages List as well as the terms and conditions on the reverse side of this agreement. If this application is accepted by the City, the organization agrees to make a donation to the _____ (Name of Program/Event) in the amount set forth above on the Acceptance Date.

Signature

Date

Terms & Conditions

1. Sponsorship opportunities are extended to any Highland Park registered business or non-profit agency; or local, regional or national retailers and corporations that serve Highland Park citizens; and Highland Park residents.
2. The City of Highland Park reserves the right to refuse any Sponsorship that promotes one political viewpoint over another.
3. Sponsorship packages include the right of the sponsor to have its name and logo displayed in promotional materials, at the program or event, and in other City publications (depending on the level of sponsorship). All text and artwork intended for such display must be submitted to the City prior to acceptance of sponsorship. The City has a right to refuse any text or artwork that violates this or any other policy of the City or any applicable law, including but not limited to:
 - Endorsement or opposition to political campaigns or ballot measures (applies to Federal, State, and Local campaigns)
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability
 - Pornographic/sexual content
 - Content that infringes upon any copyrights, trademarks or legal ownership
 - Content that violates any City of Highland Park policies or any local, state or federal laws
 - Content that encourages illegal activity
 - Vulgar or profane language, personal attacks, or offensive comments that target or disparage any ethnic, racial, sexual orientation or religious group
 - Threats to any person or organization
4. Text and artworks for scheduled events must be submitted no later than 14 days prior to the event in order to be included in promotional materials. Text and artwork for ongoing programs can be submitted at any time.
5. The City of Highland Park reserves the right to revise Sponsorship rates and packages on an annual basis. This will not affect existing signed and written Sponsorship agreements.