Skate
ON EASTMAN

at North School Park

November 28-February 15

A New Outdoor Ice-Skating Experience

Bring Your Own Skates | Register in Advance

AH Residents: $5 | Non-Residents: $10

A valid license must be presented onsite with your timed-entry ticket.

Discover more at: www.ahpd.org/skate

Arlington Heights Park District

Presented in Partnership By

VILLAGE OF ARLINGTON HEIGHTS
INC. 1887

Skate ON EASTMAN

at North School Park

PREMIERE SPONSOR: $15,000

Recognition and Naming Rights

- Exclusive presenting recognition using the following language: The Arlington Heights Park District and the Village of Arlington Heights present Skate on Eastman at North School Park, brought to you by SPONSOR.*
- Recognition in a joint press release announcing the season and partnership.

Printed Promotion

- Inclusion on two Skating Rink dasher board banners (2' x 4').
- Inclusion on six Village kiosk posters: Metra Station, Harmony Park (3), Vail Street Parking Garage, and Eastman.
- Inclusion on flyers displayed at Village Hall and distributed to participating businesses for window display.
- Inclusion on facility signage at eight Park District building.
- Inclusion on barrier banner along Arlington Heights Road.

Digital and Media Visibility

- Logo inclusion on paid social media advertising.
- Logo inclusion on Village and Park District websites.
- Recognition on 10 posts on Village and Park District social media channels.
- Recognition on Village electronic message board sign throughout season.
- Inclusion in 6 Village and Park District e-newsletters.

On-Site Engagement

- Opportunity for activation at signature event, date/details TBD.
- Opportunity to select up to three additional on-site dates. Dates are subject to availability, weather, operating status and advance approval. Table and chairs to be provided.
- Promotional materials and items may be distributed during on-site activations, subject to advance approval.

Audience Reach:

- E-newsletter - Village: 7,000+
- E-newsletter - Park District: 30,000+
- Facebook - Village: 25,000+
- Facebook - Take it to the Heights: 14,000+
- Facebook - Park District: 9,700+
- Instagram - Village: 7,000+
- Instagram - Park District: 3,900+
- NextDoor - Village: 18,200+

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*Does not include category exclusivity.

Skate
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SIGNATURE: $10,000

Recognition
- Recognition in a joint press release announcing the season and partnership.

Printed Promotion
- Inclusion on two Skating Rink dasher board banners (2' x 4').
- Inclusion on six Village kiosk posters: Metra Station, Harmony Park (3), Vail Street Parking Garage, and Eastman.
- Inclusion on flyers displayed at Village Hall and distributed to participating businesses for window display.
- Inclusion on facility signage at eight Park District buildings.

Digital and Media Visibility
- Logo inclusion on paid social media advertising.
- Inclusion on Village and Park District websites.
- Recognition on 5 posts on Village and Park District social media channels.
- Recognition on Village electronic message board signs.
- Inclusion in 3 Village and Park District e-newsletters.

On-Site Engagement
- Opportunity for activation at signature event, date/details TBD.
- Opportunity to select up to three additional on-site dates. Dates are subject to availability, weather, operating status and advance approval. Table and chairs to be provided.
- Promotional materials and items may be distributed during on-site activations, subject to advance approval.

Audience Reach:
- Facebook - Village: 25,000+
- Facebook - Take it to the Heights: 14,000+
- Facebook - Park District: 9,700+
- NextDoor - Village: 18,200+
- Instagram - Village: 7,000+
- Instagram - Park District: 3,900+
- E-newsletter - Village: 7,000+
- E-newsletter - Park District: 30,000+

SUPPORTING: $2,500

Printed Promotion
- Opportunity to provide one Skating Rink dasher board banner (2' x 4').
- Inclusion on six Village kiosk posters: Metra Station, Harmony Park (3), Vail Street Parking Garage, and Eastman.
- Inclusion on flyers displayed at Village Hall and distributed to participating businesses for window display.
- Inclusion on facility signage at eight Park District buildings.

Digital and Media Visibility
- Inclusion on Village and Park District websites.
- Recognition on one weekly post*, plus season-opening and closing posts on Village and Park District social media channels.
- Inclusion in one Village and Park District e-newsletter, plus season-opening and closing e-newsletters.

On-Site Engagement
- Opportunity for activation at signature event, date/details TBD.

*Up to two Supporting Sponsors per week.

COMMUNITY: $1,000

Printed Promotion
- Inclusion on six Village kiosk posters: Metra Station, Harmony Park (3), Vail Street Parking Garage, and Eastman.

Digital and Media Visibility
- Inclusion on Village and Park District websites.
- Recognition on season-opening and closing posts on Village and Park District social media channels.
- Inclusion in season-opening and closing Village and Park District e-newsletters.

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