Skate
ON EASTMAN
at North School Park

SPONSORSHIP OPPORTUNITIES



Winter 2026-2027

A New Outdoor Ice-Skating Experience

Bring Your Own Skates | Register in Advance

Arlington Heights Park District

Presented in Partnership By

VILLAGE OF ARLINGTON HEIGHTS
INC. 1887

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Skate on Eastman at North School Park is coming to Arlington Heights this winter through a new partnership between the Arlington Heights Park District and the Village of Arlington Heights.

This new outdoor skating destination features a refrigerated outdoor ice rink with opportunities for open skate, hockey, and special events throughout the winter season!

Weather permitting, Skate on Eastman will open in late November and operate through mid-February. Skaters will bring their own skates and will need to register in advance.



We are excited to bring this new winter attraction to Arlington Heights, creating more opportunities for residents to get outdoors and enjoy time together in the community!

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SPONSORSHIP BENEFITS	PREMIERE $15,000	SIGNATURE $10,000	SUPPORTING $2,500	COMMUNITY $1,000
Presenting Recognition	✓			
Inclusion on Barrier Banner (Arlington Heights Road)	✓			
Inclusion on Paid Social Media Ads	✓	✓		
Recognition in Press Release	✓	✓		
Recognition on Village Electronic Message Board	✓	✓		
Opportunity for Activation at Signature Event	✓	✓	✓	
Inclusion on Rink Dasher Board(s)	2	2	1	
Inclusion on Facility Posters (8)	✓	X	✓	
Inclusion on Flyers	✓	X	✓	
Inclusion on Social Media Posts	10 Posts	5 Posts	2 Posts	1 Post
Inclusion in E-Newsletters	6	3	1	1
Inclusion on Kiosk Posters (6)	✓	✓	✓	✓
Inclusion on Village and AHPD Websites	✓	✓	✓	✓
Opportunity for Additional On-Site Dates	3 Dates	3 Dates		

Full benefit details listed on next page.

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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.

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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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