

# NORTHBROOK PARK DISTRICT

## LIBERTY LOOP & LIBERTY LAP

### 2022 SPONSORSHIP OPPORTUNITIES

Share your marketing message with the Northbrook community!

Monday, July 4 at Techny Prairie Park & Fields.

Liberty Loop 5K Race starting at 7:30am, Liberty Lap Fun Run starting at 9am.

400 Liberty Loop participants, 100 Liberty Lap participants.

|   | <b>Presenting Sponsor*</b><br><i>(Commitment and logo due June 7)</i><br>\$1,000 | <b>Gold Sponsors</b><br><i>(Commitment and logo due June 7)</i><br>\$500 | <b>Silver Sponsors</b><br><i>(Commitment due June 17)</i><br>\$250 | <b>Bronze Sponsors</b><br><i>(Commitment due June 17)</i><br>\$75 |
|---|--|--|--|---|
| Logo on shirt<br><i>500 shirts</i>  | X  | X  |  |   |
| Social media posts<br><i>Facebook=3,620/Twitter=2,850/<br/>Instagram=1,613/LinkedIn=809</i> | 1 individual per channel   | 1 post or share  |  |   |
| Name in annual Stewardship Report<br><i>Mailed to 11,600 homes</i>                          | X  | X  |  |   |
| Option for a table onsite at event  | X  | X  | X  |   |
| nbparks.org website<br><i>93,000 page visits in April 2021</i>                              | Logo + link  | Name + link  | Name + link  |   |
| Email blast<br><i>7,500 subscribers</i>   | Logo + 100 words   | Name   | Name   |   |
| Thank you in Fall program guide<br><i>Mailed to 11,600 homes</i>                            | Logo   | Name   | Name   |   |
| Thank you on lobby screens @ TPAC<br><i>650 members + program participants</i>              | Individual slide   | Group slide  | Group slide  |   |
| Name in press release   | X  | X  | X  |   |
| Sponsor flyer in goody bags   | Logo   | Name   | Name   | Name  |
| Name announced at event   | X  | X  | X  | X   |
| Event day signage   | Logo   | Logo   | Name   | Name  |
| Option for items in goody bags (up to 2)  | X  | X  | X  | X   |

To secure any of these partnerships or arrange for an in-kind donation, reach out to Joan Scovic, Director of Marketing & Communications, at 847-897-6129 or [jscovic@nbparks.org](mailto:jscovic@nbparks.org).

\*Only one presenting sponsorship will be offered.