

# Northfield Park District Sponsorship Benefits



Interested in sponsorship opportunities? Email Dan Faust, [dfaust@nfparks.org](mailto:dfaust@nfparks.org)



# Northfield Park District Sponsorship Benefits June 2026-May 2027

## Park Partnership: \$7,500 investment (limited opportunities)

*Return on Investment:*

### YEARLY PARK PARTNER SPONSORSHIP (JUNE 1, 2026-MAY 31, 2027)

Year-round visibility through Park District communications, facilities, and special events

Logo & link on Park District website footer (displays on every page)

Recognition & advertising opportunities on the Northfield Community Center electronic sign board; collateral materials at the Community Center

Recognition in monthly Park District emailed newsletters

### SPECIAL EVENTS

#### Pre-Event Recognition

Logo/name on print & online marketing materials

Pre-event signage

Social media promotion

Park District website promotion

Email blasts

Event posters

Northfield Community Center electronic sign board

Opportunity to co-promote event through your business marketing channels (materials provided)

#### On-Site Recognition

Event welcome banner

On-site space at event with park district provided table and chairs

Sponsor provided banner on-site during event

#### Post-Event Recognition

Social media thank you





# Northfield Park District Sponsorship Benefits June 2026-May 2027



## Featured Events - Market & Music

**Date:** Wednesdays, June 10th-August 5th (no July 1st)

**Time:** 5:30-8:30pm

**Location:** Clarkson Park, 1950 New Willow Road

**Target Age:** All ages

**Estimated Attendance:** 500-700 people weekly

This summer Wednesday nights in Northfield come alive with Market & Music at Clarkson Park! From June 10th to August 5th (excluding July 1st), this vibrant community event draws over 500 attendees each week for an evening of live music, kids entertainment, delicious food and fantastic local vendors.

**Music Sponsor:** \$700/week investment (8 opportunities) or \$5,000 to be the exclusive sponsor for the entire summer.

### *Return on Investment:*

- **Exclusive Sponsor only:** Business name on the direct mail postcard delivered to nearly 5,000 households in Northfield and sections of Winnetka, Glenview, and Northbrook, and is also included in the Village of Northfield newsletter if commitment is received by April 15th.
- Business name and logo on:
  - A banner near the Balin Bandshell stage for the duration of that night's event.
  - All M&M marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- A Park District provided table and chairs to showcase your products and/or services at that night's event.

**Children's Entertainment Sponsor:** \$500/week investment (8 opportunities) or \$3,500 to be the exclusive sponsor for the entire summer.

### *Return on Investment:*

- **Exclusive Sponsor only:** Business name on the direct mail postcard delivered to nearly 5,000 households in Northfield and sections of Winnetka, Glenview, and Northbrook, and is also included in the Village of Northfield newsletter if commitment is received by April 15th.
- Business name and logo on:
  - A banner near the children's entertainment area in front of the gazebo for the duration of that night's event.
  - All M&M marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- A Park District provided table and chairs to showcase your products and/or services at that night's event.

**Business of the Week:** \$250/week investment (8 opportunities)

- A Park District provided tent, table, and chairs to showcase your products and/or services as part of that night's community market.
- Recognition on social media, website, and weekly e-flyer



# Northfield Park District Sponsorship Benefits June 2026-May 2027



## Featured Events - 4th of July

**Date:** Saturday, July 4th, 2026

**Time:** 10am-1pm (with the Village's bike/wagon parade starting at 9:30am)

**Location:** Willow Park, 401 Wagner Road

**Target Age:** All ages

**Estimated Attendance:** 1,500 people

Be a part of a beloved community tradition! The annual 4th of July celebration at Willow Park is a family-friendly event that brings together community residents. The festivities begin with the Village of Northfield's bike/wagon parade, followed by bike/wagon judging for decorated bikes/wagons. After that there are relay races for children and adults and then the annual egg toss. Children can enjoy a variety of additional activities including, sand art, balloon artists, airbrush tattoos, and inflatables. Families can also enjoy food and drinks during the festivities!



**Bike/Wagon Parade Sponsor:** \$1,000 investment (exclusive opportunity)

*Return on Investment:*

- Business name and logo on:
  - A banner near the entrance of Willow Park the day of the event.
  - A banner at the entrance of Willow Park for the two weeks leading up to the event.
  - All 4th of July marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- Opportunity to provide a business banner to be placed outside the baseball field where the decorated bikes/wagons will be judged.
- A Park District provided table and chairs to showcase your products and/or services at that day's event.
- Business name in the Village of Northfield newsletter if commitment is received by June 1st.

**Children's Entertainment Sponsor:** \$500 investment (10 opportunities)

*Return on Investment:*

- Business name and logo on all 4th of July marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- A Park District provided table and chairs to showcase your products and/or services at that day's event.
- Business name in the Village of Northfield newsletter if commitment is received by June 1st.



# Northfield Park District Sponsorship Benefits June 2026-May 2027



## Featured Events - Clarkson Cookout

**Date:** Saturday, September 19th, 2026

**Time:** 4-9pm

**Location:** Clarkson Park, 1950 New Willow Road

**Target Age:** All ages

**Estimated Attendance:** 2,000 people

September 2026 marks the 36th anniversary of the beloved Clarkson Cookout! This community celebration brings neighbors, friends, and families together to mark the end of summer in the best way possible. Enjoy live music, children's entertainment including a balloonist, inflatables, and airbrush tattoos - all leading up to a dazzling evening fireworks display. Bring your own grill and picnic setup for the full evening of fun! Food and drinks are also available throughout the event.

**Music Sponsor:** \$1,000 investment (4 opportunities) or \$3,500 to be the exclusive sponsor for the event.

*Return on Investment:*

- Business name and logo on:
  - A banner near the Balin Bandshell stage for the duration of that night's event.
  - All Clarkson Cookout marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
  - A Park District provided table and chairs to showcase your products and/or services at that day's event.



**Children's Entertainment Sponsor:** \$500 investment  
(4 opportunities)

*Return on Investment:*

- Business name and logo on all Clarkson Cookout marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- A Park District provided table and chairs to showcase your products and/or services at that day's event.



# Northfield Park District Sponsorship Benefits June 2026-May 2027

## Special Events Sponsorship Opportunities

### Return on Investment:

- Business name and logo on:
  - This year's banner and posters for the event.
  - All of this year's marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
  - Opportunity to be on-site to showcase your products/services and/or help welcome families to the event.

### Special Events - Boo Bash

**Date:** Friday, October 30th, 2026

**Time:** 6-7:30pm

**Location:** Northfield Community Center, 401 Wagner Road

**Target Age:** Families with children ages 3-8 years old

**Estimated Attendance:** 500 people

Join us in supporting Boo Bash - a spooktacular evening of Halloween fun for children and families! This community-favorite event features an outdoor train ride, inflatables, games, and plenty of candy, all while families show off their best costumes.

Your sponsorship helps create unforgettable memories and brings smiles to hundreds of little ghosts and ghouls. Don't miss the chance to be part of the magic!

**Event Sponsor:** \$500 investment (3 opportunities)



### Special Events - Holiday Fest

**Date:** Wednesday, December 2nd, 2026

**Time:** 5:30-7pm

**Location:** Clarkson Park, 1950 New Willow Road

**Target Age:** Families with children ages 3-8 years old

**Estimated Attendance:** 500 people

Be a part of the holiday magic by sponsoring Holiday Fest - a heartwarming evening filled with festive cheer for the whole family! The night shines bright with the park lighting, creating a dazzling backdrop for the season. Enjoy the sounds of local school choirs singing holiday favorites, along with delicious food, cozy s'mores by the fire, and fun holiday crafts for children.

Your support helps light up the season—literally—and brings the community together in celebration!

**Event Sponsor:** \$500 investment (2 opportunities)



# Northfield Park District Sponsorship Benefits June 2026-May 2027

## Special Events Sponsorship Opportunities

*Return on Investment:*

- Business name and logo on:
  - This year's posters for the event.
  - All of this year's marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
  - Opportunity to be on-site to showcase your products/services and/or help welcome families to the event.



### Special Events - Child/Parent Date Night

**Date:** Friday, February 5th, 2027

**Time:** 7:00-8:30pm

**Location:** Northfield Community Center Gym, 401 Wagner Road

**Target Age:** Families with children ages 4-10 years old

**Estimated Attendance:** 250 people

Make a lasting impact on one of the most memorable nights of the year! The Child/Parent Dance is a heartwarming evening where parents and with children come together for a special night of dancing, memories and fun. Help make this special night even better!

**Event Sponsor:** \$500 investment (2 opportunities)

### Special Events - Child/Parent Basketball Bonanza

**Date:** Friday, March 5th, 2027

**Time:** 6:30-8:30pm

**Location:** Northfield Community Center, 401 Wagner Road

**Target Age:** Families with children ages 5-10 years old

**Estimated Attendance:** 75 people

Help us in making memories on and off the court by sponsoring the Child/Parent Basketball Bonanza - a high-energy evening filled with fun, laughter, and friendly competition! Parents and children team up for basketball-style games and activities designed for all skill levels.

**Event Sponsor:** \$250 investment (2 opportunities)





# Northfield Park District Sponsorship Benefits June 2026-May 2027

## Special Events Sponsorship Opportunities

*Return on Investment:*

- Business name and logo on:
- This year's banner and posters for the event.
- All of this year's marketing materials including the Park District website, emailed newsletters, the electronic sign board at the Northfield Community Center, and social media posts.
- Opportunity to be on-site to showcase your products/services and/or help welcome families to the event.

## Special Events - Eggstravaganza Egg Hunt

**Date:** Saturday, March 20th, 2027

**Time:** 10:30-11:30am

**Location:** Clarkson Park, 1950 New Willow Road

**Target Age:** Families with children ages 3-8 years old

**Estimated Attendance:** 300 people

Hop on board as a sponsor to our beloved community tradition that brings families together. This fun-filled morning will feature exciting egg hunts for children 2-8 years old, a special visit from the Easter Bunny, and plenty of candy and prizes. Help be apart of the of annual tradition. It's a wonderful opportunity for families to come together!

**Event Sponsor:** \$250 investment (2 opportunities)

