

Corporate Partnership for Dick's Sporting Goods



Created for

Dick's Sporting Goods

328 W. Army Trail Road

Bloomington, IL 60108

Presented by

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About Us



Bloomington Park District offers:

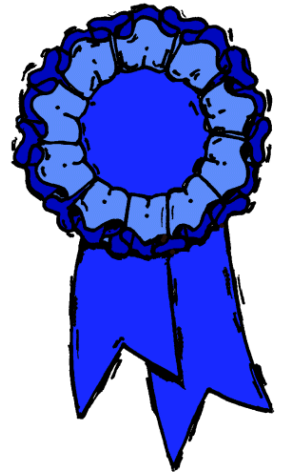
- **The Oasis Water Park**
 - Eight-lane competitive pool
 - One- and three-meter diving boards
 - Interactive water playground
 - Zero-depth entry leisure pool
 - Three water slides
- **BPD Museum**
 - Bloomington's oldest public building
 - Home to seven exhibits per year
 - Over 1,000 visitors annually
- **Johnson Recreation Center**
 - 21,000+square feet of programming space that includes:
 - High school regulation basketball court (in addition to three smaller courts)
 - 9,240 square-foot gymnastics center
 - Dance studio and aerobic studio
- **1,400+ programs for**
 - Tots, preschoolers, youth, teens, adults, seniors and families

BPD Facts



- Estimated Population: 24,500
- Total Park Acreage: 158.5 acres
- Number of Parks: 13
- Full-Time Employees: 21
- Part-Time Employees: 341

Awards and Honors



- National Gold Medal Award (see next page)
- Illinois Distinguished Agency
- 5-Star Quality Assurance Award:
 - Starfish Aquatics Institute
- IAPD “Best Friend of Illinois Parks”
 - Business Category 2009
- IPRA Best of Show Brochure
- DuPage County Clean & Beautiful Award
- IPRA Outstanding Facility Award:
 - Bloomingdale Park District Museum
- IPRA Professional Recognition Award
- IPRA Outstanding Program Award
- IPRA First-Place Brochure Cover
- IPRA/IAPD Best Website 2005
- IPRA Outstanding Program Award
- Special Logo Award

Awards and Honors



National Gold Medal Award winner for Park and Recreation Management recognizing:

- Excellence in long-range planning
- Fiscal resource management
- Citizen support systems
- Environmental stewardship
- Preservation
- Technological integration
- Program planning and assessment
- Professional development
- Agency recognition
- Services for special populations

Bloomingtondale Parks Foundation

The Bloomingtondale Parks Foundation is dedicated to raising awareness and funds to support capital improvements, program development and environmental enhancements for the Park District. The Bloomingtondale Parks Foundation is a 501c3 organization.



Noteworthy Accomplishments

- Creation and management of scholarship fund
- Organization of annual fundraisers including Recognition Dinner, Golf Outing and 5K Run/Walk.
- Winner of DuPage Clean & Beautiful Award
- Funded the construction of Springfield Park outdoor basketball courts and picnic pavilion with current project the baseball and softball fields (Aim for the Fences).
- Installation of Donald E. Morris Interpretive Trail with 32 stations.

Available Partnership Benefits

- Recognition in seasonal brochure (3x/year). The seasonal brochure is delivered to every household in the Bloomingdale Park District, including but not limited to 12,000 households and businesses.
- Name or logo on all related marketing and promotional materials.
- Banner and booth at events and programs where appropriate.
- Acknowledgement by MC where appropriate.
- Complimentary tickets and/or VIP seating for events where appropriate.
- Mention in news releases.
- Recognition on local cable TV channel (capability to reach 8,000 households)
- Web site recognition for one year or term of contract. Includes social media (Facebook), e-newsletter and any e-marketing.
- Product sampling and giveaways opportunities.
- Other negotiable benefits mutually agreed upon by BPD and sponsor (*Example: exclusive banking partner of BPD*).

Letter of Agreement

This letter constitutes an agreement between the Bloomingdale Park District and Dick's Sporting Goods, 328 W. Army Trail Road, Bloomingdale, IL, 60108, for promotional sponsorship as a "corporate partner" of the following July 2010/June 2011 marketed programs. **Values in bold.**



- Exclusive sporting goods partner of the Bloomingdale Park District **TBD**
- Springfield Park Donation. Sign at Springfield Park recognizing Dick's Sporting Goods contribution. **TBD**
- Back page sponsor of seasonal brochure (3x/year). Brochure reaches approximately 12,000 households and businesses with a shelf life of approximately 2.5 months. That's approximately 41 cents per issue. **\$15,000**
- Registration for athletic organizations held at Dick's Sporting Goods for one year (term of contract) – This includes Bloomingdale Soccer Organization (BSO), Youth Basketball Association (YBA) and Bloomingdale Barracudas (swimming and diving). **\$2,000**
- Dick's Sporting Goods Day at The Oasis (Date TBD) – Fill the pool with bobbers with Dick's Sporting Goods prizes affixed to the bottom. **\$1,000**
- Dick's Sporting Goods Banners affixed to the two light poles at The Oasis. **\$3,000**
- Fish Release (May, 2011) – Families and children help stock Lakeview Lake with catfish, bluegill, bass and other types of fish. **\$2,000**
- Kids Triathlon (Aug. 7, 2010) – Ages 6-14 compete in the ultimate athletic experience on a smaller scale. **\$1,000**
- 8th Annual Softball Showdown: Heroes vs. Half-Pints (July 22, 2010) – The Bloomingdale Police Department plays against middle school players. **\$1,000**
- National Night Out (Aug. 3, 2010) – BPD and the Bloomingdale Police Department hold a night to further support and participation in the local anti-crime effort through the Neighborhood Watch Program. Games, prizes, DJ, food, beverages and more are part of the night. **\$2,000**

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The Bloomington Park District agrees to provide Dick's Sporting Goods with the following overview of rights and an integrated marketing package of benefits.

Category Exclusivity

Exclusive sporting goods partner at sponsored events.
(extends only to sponsored program or event)

Promotional Designations

Back page sponsor of seasonal brochure, registration for youth athletic organizations held at Dick's Sporting Goods, Dick's Sporting Goods Day at The Oasis, Banners at The Oasis, Fish Release, Kids Triathlon, 8th Annual Softball Showdown, National Night Out.

Promotional Rights

Stage time to introduce Dick's Sporting Goods or acknowledgements made by MC. Right to make a promotional offer (coupons, goody bags, etc.) at event/program where appropriate.

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Advertising

Print Media

- Maximum Visibility – Dick's Sporting Goods will receive recognition in seasonal brochure (3x/year) on the back page of the four-color back cover in addition to presence with associated events/programs.
- Additionally, Dick's Sporting Goods will receive mention with associated events/programs press releases.

Electronic Media

- Web site recognition for one year or term of contract and link from park district web site to Dick's Sporting Goods added to corporate partners page.
- Recognition on local cable TV channel (capability to reach 8,700 households)
- Included in any e-blast, e-newsletter or social media item (i.e. Facebook) referring to sponsored event.

Sampling/Giveaways

- Option for Dick's Sporting Goods to donate branded items for promotional giveaways at Park District programs/events.
- Banner and booth at events/programs where appropriate.

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Total Value of Corporate Partnership package as outlined - \$To be determined

The Bloomingdale Park District invites Dick's Sporting Goods to the partnership agreement as previously outlined.

Execution of this sponsorship package shall occur July, 2010 to June, 2011 and begin upon receipt of signature from Dick's Sporting Goods representatives.

Dick's Sporting Goods Representatives:

Jeremiah Zimmer, Community Marketing Manager

Date

Bloomingdale Park District Representatives:

Carrie Hauptert, Executive Director

Date