



BUFFALO  
GROVE  
PARK  
DISTRICT

# Corporate Partnership Program



## Welcome

The Buffalo Grove Park District has been partnering with local area businesses for many years, offering them the opportunity to introduce their products and services to the community in a welcoming environment for a reasonable price. Most of the businesses that partner with the Park District come back year after year because there is no other way to get in front of as many people, for as little a cost, while creating such strong ties with the community.

## Why market your business through the Park District?

### We Reach Everyone

With direct mail, large scale special events, well attended programs and widely used facilities, the Buffalo Grove Park District reaches residents in Buffalo Grove, Arlington Heights, Long Grove, Vernon Hills, Lincolnshire, and Wheeling.

### Market Penetration

Unlike coupon magazines or other direct mail marketing pieces, the Buffalo Grove Park District seasonal program guide is not viewed as junk mail, but rather a critical informational piece that most families wait for anxiously to arrive. People also tend to keep their seasonal program guide for months, making any advertising in it more valuable. Other Park District publications, such as theater playbills, are viewed by thousands of audience members and tend to be saved forever.

### Cost Effectiveness

The Buffalo Grove Park District offers a wide variety of cost effective marketing opportunities for all businesses. Because we are not a for profit advertising company, our rates tend to be much lower than other advertising vehicles.

### Perception In The Community

When you market your business through the Buffalo Grove Park District, we present your business as one that is donating back to the community, rather than as just a business that is advertising. This provides businesses that partner with the Park District with a positive image within the community, which just being an advertiser in other publications cannot do.



# How can the Park District help you?

## Direct Mail

The Buffalo Grove Park District seasonal program guide is direct mailed to approximately 22,500 active residential addresses, including all 17,000 households in Buffalo Grove, all 3,000 households in Lincolnshire, and 2,500 households in Arlington Heights.

## Large Scale Events

The Buffalo Grove Park District hosts over 25 special events throughout the year. These highly attended events are a great way to develop relationships and get face time with potential and existing costumers.

## Publications

In addition to the seasonal program guide, the Park District publishes a variety of other publications throughout the year, including program booklets for children's theater, young adult theater, the summer musical, BG Singers, a soccer tournament and the Veterans Day Celebration. Other publications include Park District pages in the Village Newsletter and the Park Post School Newsletter.



## Website

With on-line registration, as well as being the central source for almost all information the Park District provides its residents, the Park District website is an excellent way to drive people to your website or provide them with information and promotional material.

## Signs

The Buffalo Grove Park District offers businesses the opportunity for sign advertising within a variety of Park District facilities, as well as at heavily attended outdoor events.



## What our corporate partners have to say.

### **Kevin Weasler, Owner/Operator of Culver's of Buffalo Grove**

"Partnering with the Buffalo Grove Park District is something we do every year. We reach the most people for far less money than other marketing options."

### **Ashley Delaney, Director of Marketing at Whitehall of Deerfield**

"Promoting our facility through the Buffalo Grove Park District has been great for us. Being that we're located outside of Buffalo Grove, the Park District has been able to get us in front of our target market in that community."

### **Scott Clark, Owner of Red Carpet Construction and Remodeling**

"Being a business owner and a participant in Park District programs, I can't think of a better way to reach people and give back to the community at the same time. The Park District does a great job of keeping our name out there at an affordable price."

### **Keith Walger, Owner of Dorfler's Meat Market**

"We've been partnering with the Park District for many years, and always will. There's no better way to connect with our customers or win over some new ones than at community events like the ones put on by the Park District."

### **Lenna Scott, Director of Marketing and Sales at The Wealshire The Ponds**

"As a marketing professional and former chamber of commerce director, as well as a mom and participant in Park District programs myself, I can tell you that marketing your business through the Park District is a no brainer. Their programs and events are top notch, and the entire community is involved in most everything they do."

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