

# Batavia Park District

## 2026 ADVERTISING AND SPONSORSHIP OPPORTUNITIES



River Rhapsody Concert



Pints by the Pond



Celebration of Lights

  
**Reach your audience where they play!**  
Batavia Park District is the community's source of recreation and entertainment for all ages. From parks and playgrounds to popular events such as Windmill City Festival, Celebration of Lights and Pints by the Pond, we have so many diverse options for you to connect with your customers.



Windmill City Festival



Super Savvy Senior Expo

Your Company + **FUN** = More Customers

# Reach your target audience with **BATAVIA PARK DISTRICT**

## WHY SHOULD YOU PARTNER WITH US?

**Align your brand** with a fun and respected community partner.

**Choose your audience** with targeted and broad reach options available.

**Low cost per contact** with measurable benefits.

**Interact directly with potential customers** from toddlers to teens, young families and social seniors.

**Select a variety of advertising channels** including print, on-site, event, digital and apparel options.

**Get your name out in the community!**

**Great value!**

Interested in a FUN way to market your business?

Contact Carolyn Potosnak  
carolynp@bataviaparks.org  
630-879-5235



## BATAVIA PARK DISTRICT BY THE NUMBERS



**13,000 +**  
HOUSEHOLDS RECEIVE  
OUR FUN GUIDE



**95,000 +**  
PEOPLE SERVED  
ANNUALLY

**12+**

PARK AND FIELD PROGRAM  
LOCATIONS FOR BANNERS



**2,000 +**  
PROGRAMS A YEAR



**11,000 +**  
SUBSCRIBERS  
RECEIVE OUR  
DIGITAL  
NEWSLETTER



**40 +**  
SPECIAL EVENTS



**12,500 +**  
SOCIAL MEDIA  
FOLLOWERS



**90,000 +**  
WEBSITE VISITS

# 2026 ADVERTISING OPPORTUNITIES AT BATAVIA PARK DISTRICT

Batavia Park District offers a wide variety of events annually that reach just more than 26,000 residents. Many events also extend into the lucrative Tri-Cities market, which includes St. Charles and Geneva. We also reach residents in Elburn, North Aurora, Aurora and Naperville. Versatile options are available to meet the needs of your business.

**FOR MORE INFORMATION**  
Carolyn Potosnak  
Community Engagement Specialist  
630-879-5235 or  
carolynp@bataviaparks.org

## Fun Guide Seasonal Program Guide

### Limited availability

The seasonal Fun Guide is the district's No. 1 marketing tool and is one of the main sources for community information.

### TARGET YOUR AUDIENCE

- Delivery to more than 13,000 Batavia households
- Delivery also includes 1,200 homes outside district boundaries
- Handed out at events, concerts & community centers.
- Ad runs in digital guide with 8,000 views each quarter
- Digital guide ad includes link to business web page

### PUBLICATION DATES

**Summer:** Mid-April (deadline late February)

**Fall:** Mid-July (deadline early June)

**Winter/Spring:** Mid-November (deadline early October)

### RATES: COMMIT TO 4 ADS AND SAVE!

**Full page:** \$1,000 per issue or \$3,500 for four  
**Back cover:** \$1,000 per issue or \$3,500 for four  
**Half-page:** \$750 per issue or \$2,650 for four  
**Quarter page:** \$450 per issue or \$1,750 for four

### AD SPECS

**Full page:** 7.875" x 10.75"

**Back cover:** 7.445" x 6.75"(committed until Fall 2025)

**Half-page:** 7.25" x 4.75"

**Quarter-page:** 3.5" x 4.75"

Need art? Let us design it for you. \$50 design fee with two revisions included.

## Digital TV ads Community Center Lobbies

Get your ad in front of park district patrons with a digital ad on large screen TVs at our three community centers. This is a great opportunity to reach a large audience at an affordable rate. Thousands of patrons visit our facilities every month and rely on our digital TV displays for updates and news on events and classes.

### TARGET YOUR AUDIENCE

- **Callahan Community Center:** About 5,000 patrons per month visit the facility for senior activities, New Adventures PlayLab, early learning classes, museum annex classes and other programs.
- **Civic Center:** About 7,500 patrons visit this facility each month to attend classes, programs and meetings and register for classes.
- **Eastside Community Center:** About 9,000 patrons per month visit the facility for New Horizons Preschool, senior citizen club meetings and special events and programs.

### RATES

**6 months:** \$500

**12 months:** \$1,000 (receive 2 months free!)

### AD SPECS

**Size:** 1920 x 1080 pixels or 9.0625"x 5.625"

**Format:** MP4, jpg, png or gif

Yes! We accept video formats up to 30 seconds.

## Trail Kiosks

Target hikers, bikers and walkers with an ad on one of four kiosks along the Fox River Bike Trail. These kiosks inform users about upcoming sites, distances along the trail and safety information, plus information about activities, special interests and businesses in Batavia.

### LOCATIONS

**Kiosk 1:** Batavia Depot Museum, Houston & Water Streets

**Kiosk 2:** Hall Quarry Beach, Union Street

**Kiosk 3:** Clark Island Park, South River Street

**Kiosk 4:** South of the Lodge at Laurelwood, North River Street (Fox River)

### TARGET YOUR AUDIENCE

An ad on all four kiosks reaches 30,000+ trail users annually

### RATES

**3 months:** \$100 (choose any 3 consecutive months)

**6 months):** \$200

*Reserve the 6-month option and receive one month free! (\$33 value)*

May change the poster each month

*Batavia Park District reserves the right, in its sole discretion, to limit advertising to that which is consistent with the best interests of the Park District, its constituents and patrons. Please be aware that there are specific deadline dates for each advertising opportunity. Many advertising opportunities are included in sponsorship packages.*



# 2026 PARTNER PROGRAMS AT BATAVIA PARK DISTRICT



Don't see what you're looking for? Batavia Park District staff are open to creating new events and programs to fit the type of public engagement you are seeking. Ask about other options available!

Please be aware that there are specific deadline dates for each event. Many Park District events also benefit from in-kind donations.



Batavia Park District special events provide the community with entertainment, activities and celebrations for all ages. Whether it's a family event like Ties & Tiaras or Egg Hunt, a 21+ event like Pints by the Pond or Batavia Uncorked or the annual Super Savvy Senior Expo, there is something for everyone. Reach your niche demographic by advertising with the Park District or sponsoring a special event or program.

Choose from the following special events/ programs and find the perfect fit for your company's community outreach needs.

## Advertisement Options

- ▶ Seasonal Fun Guide
- ▶ Field and Court Sponsorship
- ▶ Pickleball Indoor & Outdoor Courts
- ▶ Kiosks
- ▶ Community Center lobby TV ads
- ▶ Batavia Depot Museum: exhibits, lectures, special events, Preservation Week

## Special Event Options

- ▶ Senior Luncheons
- ▶ Ties & Tiaras
- ▶ Flashlight Egg Hunt
- ▶ Easter Egg Hunt
- ▶ Touch-a-Truck
- ▶ Batavia Uncorked Casual Wine Event
- ▶ Super Savvy Senior Expo
- ▶ River Rhapsody Summer Concert Series
- ▶ Hall Quarry Beach Summer Special Events
- ▶ Windmill City Festival
- ▶ Windmill City Festival Pet Competition
- ▶ Windmill City Festival Chalk Art Contest
- ▶ Pints by the Pond Craft Beer Festival
- ▶ Halloween House Decorating Contest
- ▶ Celebration of Lights Festival
- ▶ Christmas Tree Lane
- ▶ Breakfast with Santa
- ▶ Holiday House Decorating Contest



## Have questions?

Contact Carolyn Potosnak  
Community Engagement Specialist  
630-879-5235 or  
carolynp@bataviaparks.org



327 W. Wilson St., Batavia, IL 60510  
630-879-5235 | bataviaparks.org

# FIELD/COURT BANNER PROGRAM

## FOR MORE INFORMATION

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Support the Park District through unique benefits and impressions in the tens of thousands by placing your banner at one of our great parks!

### Big Woods Park, 1063 S. Raddant Rd.

Activities at this park include: basketball, pickleball, softball, tennis and more. This park also has a large picnic shelter available for rent. Thousands of views from April to November

### Memorial Park, 601 Illinois Ave.

Activities at this park include: softball, tennis, baseball, soccer, and more. This park also has a large picnic shelter available for rent. Thousands of views from April to November

### Prairie & Lathem Park, 601 Lathem St.

Activities at this park include: youth baseball, adult softball, tennis, basketball and playgrounds. This park also has a large picnic shelter available for rent. Thousands of views from April to November

### West Main Community Park, 40W101 W. Main St.

Activities at this park include: baseball, softball, 8-court pickleball complex, fishing pond, Bark Park and hosts a variety of special events. This location is used by the Tri-Cities Soccer Association during their spring and fall soccer seasons. Thousands of views from April to November

### Hall Quarry Beach, 400 S. Water St.

Outdoor, sandy bottom swim area open from May to August. Activities include: swimming, kids' flume, drop slide, diving board, concession stand, picnic area, volleyball courts and swimming lessons.

*Other park options are available*

*Civic Center Gym available all year (program site for the district)*

## BANNER SPONSORSHIP BENEFITS

One sponsor banner displayed at a park of your choice (banner provided by sponsor) from April-November. Banner may be 3' x 6' OR 5' x 8'

## FIELD BANNER \$400

✓

Sponsor logo with link on the District's website on program page or sponsor information page at (bataviaparks.org)

✓

Recognition in one Fun Guide promoting your organization, (distributed to 13,000 households)

✓

*Purchase multiple banners for reduced fee.*

