

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



90,000 +
WEBSITE VISITS

40 +
SPECIAL EVENTS



12,500 +
SOCIAL MEDIA
FOLLOWERS



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

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



Hall Quarry Beach during the summer season

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.



2026 COMMUNITY EGG HUNT



Our Egg Hunt is the perfect way to usher in the spring season. Kids ages 2-8 and their families delight in gathering plastic eggs and hunting for prizes. Kids also have a photo opportunity with the Bunny. The Egg Hunt is held at Prairie Path Shelter

COMMUNITY EGG HUNT

March 28 - 10:00 a.m.
2025 Approx. attendance: 600
Audience: ages 2-8 years

FOR MORE INFORMATION

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

SPONSORSHIP BENEFITS

	PREMIER \$500	STANDARD \$250
Presenting sponsor for the event: "Presented by Your Company"	✓	
Inclusion as presenting sponsor on all communications	✓	
Your company announced as Presenting Sponsor at the event	✓	
Ad space in District trail kiosks or lobby TVs for two consecutive months	✓	
Social media mentions in posts and event listing	✓	
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓
Logo on event signage	✓	✓
A 10' x 10' table at the event with sales rights and opportunity to offer craft or activity	✓	✓
Recognition with link on event-specific emails	Logo	Name listed
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed



*Community Partner Opportunity - \$100 plus standard level benefits
Golden Egg - Provide Prize Baskets (In-Kind) (12 baskets available)
Batavia Park District also benefits from in-kind donations.*



2026 HALL QUARRY BEACH



Hall Quarry Beach is a summer destination for families from all over the Fox Valley area. Special events are hosted throughout the summer that appeal to guests of all ages.

Sponsor one or choose all four Quarry special events. Reserve a day at the Quarry - 4 hour time slot for \$100.

Special events:

June 18 - Beach Luau

June 19 - Customer Appreciation Night

June 25 - Passholder Appreciation Night

July 17 - Christmas in July



**HALL QUARRY BEACH
SUMMER SEASON**

May 24-Aug. 10

2025 approx. attendance:
500-1,300 per day

SPONSORSHIP BENEFITS

	PREMIER \$500	STANDARD \$250
Attendance with on-site space and verbal recognition at 4 Quarry events or 4 table days	✓	
Inclusion as presenting sponsor on all Quarry specific emails	✓	
Sponsor banner posted at facility all summer (May-August, provided by sponsor)	✓	
Digital ad in event specific email	✓	
Sponsor name or logo on summer Hall Quarry Beach special event banner (Reserve by May 1)	✓	
Sponsor name to be included in social media posts and event listing	✓	
Logo on all promotional materials including posters, flyers, day-of materials and social media	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓
Free day passes to Hall Quarry Beach	4	2
On-site space at one Hall Quarry Beach event of your choice	✓	✓
Verbal recognition during safety break announcements at event	✓	✓
Sponsor name featured on event flyer (distributed all summer long)	✓	✓
Ad space in District trail kiosks or lobby TVs (2 consecutive months)	✓	✓
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Banner	Company banner on Quarry fencing or party deck (May-August)	\$400
Poster size ad	Ad displayed at Quarry (May-August)	\$100

FOR MORE INFORMATION

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



2026 TOUCH-A-TRUCK



This hands-on activity lets children get in the driver’s seat and explore large vehicles and such as emergency vehicles, a tractor, bus, police car, trolley, tow truck, dump truck and a backhoe. This very popular annual event draws a large crowd of excited kids and their parents. Kids have the opportunity to ask questions and learn what these vehicles do. The first 45 minutes of the event is designated as sensory friendly with no horn honking allowed.

Touch-a-TRUCK

TOUCH-A-TRUCK

May 15, 10 a.m.-noon

2025 Approx. attendance: 300

Audience: Preschoolers & parents

FOR MORE INFORMATION

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



SPONSORSHIP BENEFITS

	STANDARD \$250	IN-KIND
Presenting sponsor for the event: “Presented by Your Company”	✓	
Inclusion as presenting sponsor on all communications	✓	
Opportunity to bring your own vehicle to the event for kids to explore	✓	
Opportunity to bring a hand-out or giveaway items for kids and families	✓	
Social media mentions in posts and event listing	✓	
Ad space in District trail kiosks or lobby TVs for two consecutive months	✓	
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓	
Logo and link on event web page on bataviaparks.org	✓	
Logo on event signage	✓	
A 10’ x 10’ table at the event with sales rights and opportunity to offer craft or activity	✓	
Recognition with link on event-specific emails	Logo	
Recognition on Thank You ad in Winter Fun Guide	Logo	
Recognition on day of advertising on social media	✓	✓

*Community Partner Opportunity - \$100
Batavia Park District also benefits from in-kind donations.
Want to be part of this event and have a fun vehicle? Give us a call.*



2026 BATAVIA UNCORKED WINE FESTIVAL



This 21+ event caters to the area's vino lovers with a three-hour wine tasting set in the casual ambiance of the Batavia Riverwalk. Attendees will have the option to purchase food as well, and live music will round out the experience.



BATAVIA UNCORKED

Saturday, June 6

Attendance: 500+

FOR MORE INFORMATION

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



SPONSORSHIP BENEFITS

	PREMIER \$500	STANDARD \$250
Presenting sponsor for the event: "Presented by Your Company"	✓	
Inclusion as presenting sponsor on all communications	✓	
Complimentary event tickets	2	
Digital ad in event specific email	✓	
Ad space in District trail kiosks or lobby TVs (2 consecutive months)	✓	
Logo on all promotional materials including posters, flyers, day-of materials and social media	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓
Logo on event signage	✓	✓
Opportunity to put flyer or brochure in lobby at Civic Center & Eastside Community Center (1 month)	✓	✓
Sponsor recognition in Park District announcements during stage entertainment	✓	✓
Recognition with link on event-specific emails	Logo	Name listed
10'x10' booth space at event	✓	✓
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Entertainment Sponsor	Presenting Sponsor benefits plus name on stage and welcome speech	\$1,000	Deadline: May 1
Commemorative Coaster Sponsor	Logo on event coasters (one before event and one after event)	\$750	Deadline: April 22
Water Sponsor	Provide water for the event	Cost of water	SOLD OUT
In-kind Sponsor	Provide a good or service and get Standard Sponsor benefits	\$200 value	Deadline: May 31



2026 SUPER SAVVY SENIOR EXPO



This free expo promoting healthy living and an active lifestyle educates and entertains seniors, their caregivers and their families. A variety of interactive exhibitors showcase services such as health, travel, entertainment and improving daily life. The first 100 visitors receive a complimentary swag bag. Maximum exhibitor booths available 45.

SUPER SAVVY SENIOR EXPO

Friday, June 12, 9 a.m.-noon

2025 approx. attendance : 250+

FOR MORE INFORMATION

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

SPONSORSHIP BENEFITS

	PRESENTING \$500	STANDARD \$250	NONPROFIT \$100
Speaking opportunity during the event: 20-minute presentation	✓		
Ad space in District trail kiosks or lobby TVs for two consecutive months	✓		
Business card size ad in Batavia Senior Citizens Club monthly newsletter	✓		
Digital ad in event specific email	✓		
Social media mentions in posts and event listing	✓		
Access to electricity for booth	✓	✓	
8-foot booth space with the option to sell merchandise at event	✓	✓	✓
Exhibitor included in event program	Logo & company bio	Logo & company bio	Company name
Logo and link on event web page on bataviaparks.org	✓	✓	✓
Opportunity to include giveaway in swag bag and/or provide door prizes	✓	✓	✓
Recognition with link on event-specific emails	Logo	Name	Name
Listing in Expo program and on passport card distributed to all attendees	✓	✓	✓
Recognition on Thank You ad in Winter Fun Guide	Logo	Name	Name



Batavia Park District also benefits from in-kind donations of prizes for the Super Savvy Senior Expo door prize games.



2026 BATAVIA SENIOR CITIZENS MONTHLY LUNCHEON



The Batavia Senior Citizen's Club is a social organization founded in 1969 by Batavia Park District as a nonprofit organization. Monthly meetings include general business, an entertaining and informative program, a social period and blood pressure checks. Sponsoring these meetings gives you nearly exclusive access to a group of energetic seniors.

Batavia SENIOR CITIZENS Club

MONTHLY LUNCHEONS

Third Wednesday of the month

Attendance: 50-100 seniors

Audience: Adults age 50+

Deadline: 2 weeks or more prior to month sponsored

SPONSORSHIP BENEFITS

	PREMIER \$500	STANDARD \$250
1/4 page ad in monthly Batavia Senior Citizens Club newsletter	✓	
Sponsor name and logo included in 2026-27 meeting schedule	✓	
Recognition in a District e-newsletter and advertisement space on both community center lobby TVs for 1 month	✓	
Opportunity to put flyer or brochure in lobby at Civic Center and Eastside Community Center (1 month)	✓	
Sponsor name and logo with link on the District's Senior Page for one year	✓	
Opportunity to attend two monthly meetings	✓	
Opportunity to be mentioned in quarterly Fun Guide (deadlines apply)	Logo	Name listed
Sponsor name and logo included in club newsletter for month sponsored (distributed to all 150 members and Eastside Community Center lobby)	Logo	Name listed
Logo and link on event web page on bataviaparks.org	✓	✓
On-site space at the luncheon during month sponsored	✓	✓
On-site opportunity during meeting to interact one-on-one with members	✓	✓
Sponsor name in social media postings	✓	✓
Opportunity to make announcement prior to luncheon/meeting (up to five minutes)	✓	✓
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed

FOR MORE INFORMATION

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



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Business card size ad	\$250	Sponsor ad in newsletter
Flyer	\$50	Place flyer on table or in Senior Expo bag

Batavia Senior Citizen's Club also benefits from in-kind donations for meals, dessert, and entertainment.

2026 RIVER RHAPSODY OUTDOOR CONCERT SERIES



River Rhapsody

RIVER RHAPSODY CONCERT SERIES

Wednesdays, June 17-August

2025 approx. attendance: 500-750 per concert

Audience: All ages, families

River Rhapsody is a free, family-friendly concert series, featured on select Wednesdays throughout the summer at the Batavia Riverwalk. Performances showcase a variety of local and regional talent with a varied genre of music that draws a diverse demographic. We serve wine and offer food at these outdoor concerts as a delicious upgrade for our residents.

SPONSORSHIP BENEFITS

	TITLE \$4,000	PREMIER \$750	STANDARD \$500	CHILDREN'S \$500	NON-PROFIT \$150
Opportunity to welcome guests and introduce band (2-minute welcome speech)	✓				
Company Banner displayed at all 7 concerts all summer	✓				
Half-page ad in Fun Guide (\$750 value)	✓				
Presenting sponsor for the event: "Presented by Your Company" on all communications	✓				
Ad space in District trail kiosks or lobby TVs (2 consecutive months)	✓	✓			
Logo on event signage and stage banner	✓	✓			
Mention in one Park District email newsletter	✓	✓	✓	✓	
Inclusion on all promotional materials (posters, flyers, day-of materials and social media)	✓	✓	✓	✓	
Logo and link on event web page on bataviaparks.org	✓	✓	✓	✓	
Recognition with link on event-specific emails	✓	✓	✓	✓	
One 10' x 10' booth space at concerts of your choice	7 concerts	3 concerts	1 concert	1 concert	1 concert
Sponsor recognition in Park District announcements before concert	All	All	One	One	✓
Recognition on Thank You ad in Winter Fun Guide	Logo	Logo	Name listed	Name listed	Name listed

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Giveaway Sponsor \$750 Sponsor a promo item given out at concerts

Batavia Park District also benefits from in-kind donations.





2026 WINDMILL CITY FESTIVAL

Windmill City Festival is Batavia's biggest summer celebration! This high-profile community festival offers live music, great food and beverages, games, a popular pet competition, captivating entertainers and more. With more than 13,000 attendees, this event is ideal for capturing the Tri-Cities market and beyond. Sponsors are invited to participate in onsite opportunities all three days of festival.



WINDMILL CITY FESTIVAL

July 10-12

2025 Approx. attendance: 13,000

Audience: All ages

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Sponsor one of these popular events at Windmill City Festival
- Beer Tent \$2,000
 - Large Sign (entire sign) 1,500
 - Large Sign (1/8 size) \$250
 - Golf Challenge Sponsor \$500
 - Koozie Sponsor \$750
 - Pet Contest Sponsor \$250
 - Sidewalk Chalk
 - Contest Sponsor \$150
 - Ice Cream Contest \$250
- Prize and Basket Sponsors**
 Baskets - 10 needed
 Coupons - 100-200 needed

SPONSORSHIP BENEFITS

	PREMIER \$7,500	ENTERTAINMENT \$4,000	STANDARD \$1,000
Presenting sponsor for the event: "Presented by Your Company"	✓		
Company banner in beer tent & event fencing and a stage wrap banner (\$4,000 value)	✓		
Logo on major event signage such as 4' x 8'-foot daily schedule and welcome banner at entrance	✓		
Premier sponsor display location in beer tent (\$2,000 value), beer koozies (\$1,500 value)	✓		
Company ad on windmillcityfest page for 1 year, plus digital ad in 2 dedicated emails	✓		
Opportunity to sponsor 1 additional Park District event free at a standard level (\$250-\$750 value)	✓		
Listed as Entertainment Sponsor in all promotional materials	✓	✓	
Half-page ad in a Fun Guide (\$750 value) may upgrade to full page	✓	✓	
Opportunity to welcome guests and introduce band	✓	✓	
Placement of your company's banner on the main stage	✓	✓	
Inclusion as presenting sponsor on all festival promotional materials	✓	✓	
Ad space in District trail kiosks or lobby TVs June-August	✓	✓	
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓	✓
Logo on event signage	✓	✓	✓
Opportunity to put flyer or brochure in lobby at Civic Center & Eastside Community Center	✓	✓	✓
One 10' x 10' booth space with sales rights	✓	✓	✓
Sponsor recognition in Park District announcements during stage entertainment	✓	✓	✓
Recognition with link on Windmill City Festival page and event-specific emails	Logo	Logo	Name listed
Recognition on Thank You ad in Winter Fun Guide	Logo	Logo	Name listed

FOR MORE INFORMATION

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



Batavia Park District also benefits from in-kind donations.

2026 PINTS BY THE POND CRAFT BEER FESTIVAL



Batavia's only craft beer festival returns for a third year! This 21+ event showcases the best from local and regional breweries. Attendees will have the option to purchase food as well and music will round out the experience.



PINTS BY THE POND

Saturday, Sept. 20

2025 attendance: 500+

Audience: Adults 21+

SPONSORSHIP BENEFITS

	PREMIER \$750	STANDARD \$500	WATER/PRETZELS \$250
Presenting sponsor for the event: "Presented by Your Company"	✓		
Inclusion as presenting sponsor on all communications	✓		
Opportunity to welcome guests and introduce band	✓		
Ad space in District trail kiosks or lobby TVs (2 consecutive months)	✓		
Logo on all promotional materials including posters, flyers, day-of materials and social media	✓	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓	✓
Logo on event signage	✓	✓	✓
Opportunity to put flyer or brochure in lobby at Civic Center & Eastside Community Center	✓	✓	✓
Sponsor recognition in Park District announcements during stage entertainment	✓	✓	✓
Recognition with link on event-specific emails	Logo	Name Listed	Name listed
10' x 10' booth space at event	✓	✓	✓
Complimentary event tickets	2	2	0
Recognition on Thank You ad in Winter Fun Guide	Logo	Name Listed	Name listed

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Title Sponsor	\$2,000	Presenting Sponsor benefits plus logo on VIP badge and beer tasting glass
Commemorative Coaster Sponsor	\$750	Expand your reach! Coasters will be distributed for save the date for 2027 and before the event.
VIP Badge Sponsor	\$750	Sponsor logo on back of VIP badge with QR Code to sponsor website
Water Bottles	\$250 plus water	Provide water for attendees during event
Pretzel Baggie Sponsor	\$250 plus pretzels	Provide baggies with pretzels to be handed out to attendees
Banner on fencing	\$250	Provide banner to be placed on fencing during event

FOR MORE INFORMATION

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



2026 CELEBRATION OF LIGHTS



This free event features a community sing-a-long, holiday craft activities, visit with Santa, reindeer, tree-lighting ceremony, wagon rides and more! Show your community support as Batavia heads into the magical holiday season. Sponsorships are also available for Christmas Tree Lane, a stretch of the Riverwalk path featuring trees decorated by community organization.



CELEBRATION OF LIGHTS FESTIVAL

Sunday, Nov. 30

2025 approx. attendance: 1,000+

SPONSORSHIP BENEFITS

	TITLE \$2,200	PREMIER \$500	STANDARD \$250
Sponsor all trees on Christmas Tree Lane with your logo on Christmas Tree Lane signage displayed Mid-November through first week of January	✓		
Wagon ride sponsor includes banners on both side of the wagon	✓		
Inclusion as presenting sponsor on all communications for Christmas Tree Lane and Celebration of Lights	✓		
Digital ad in event specific email	✓		
A tree on Christmas Tree Lane for your company to decorate	✓	✓	
Sponsor sign or banner at event (provided by sponsor) including option to hang on hayrides	✓	✓	
Sponsor name included on sign posted at Batavia Riverwalk the month of November	✓	✓	
Logo on all promotional materials including posters, flyers, day-of materials and social media	✓	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓	✓
10' x 10' booth space, with selling rights, at event to give away promotional items	✓	✓	✓
Sponsor recognition in Park District announcements during stage entertainment	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Yard Sign	\$150	Yard sign will be placed along the Christmas Tree Lane Trail for the season
Social Media post	\$150	Post promoting event will include company logo
Tree	\$100	Tree on Christmas Tree Lane promoting your business

FOR MORE INFORMATION

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



Batavia Park District also benefits from in-kind donations

2026 CHRISTMAS TREE



Trees are available for nonprofit groups, businesses and even families to decorate and share the magic of the season. Cost is 100 per tree. Please provide decorations and lights for the tree. Limited trees available and may be reserved at any time during the 2026 year.

Decorated trees are entered into a contest to win a prize in one of four categories: Most Original Theme, Best Holiday Spirit, People's Choice and Best Business Tree.

CHRISTMAS TREE LANE

Mid-November 2026 trees are placed on Riverwalk for decorating
2025 Approx. attendance: 1000+ during November and December

SPONSORSHIP BENEFITS

	TREE \$100
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓
Logo or name on event web page on bataviaparks.org	✓
Logo on event signage	✓
Recognition on Thank You ad in Winter Fun Guide	Text
Special recognition post - business tree only will receive mentions on social media	✓

FOR MORE INFORMATION

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



2027 Ties & Tiaras



Ties & Tiaras is a fun-filled event for families with children ages 3-12 with an adult. Moms, dads, and all family members are invited to come dressed in their finest attire for the celebration filled with fun and excitement.

Attendees enjoy a variety of activities including lively music, dancing, a playful photo booth and delicious desserts. Event held at Rotolo Middle School.

Ties & Tiaras

TIES & TIARAS

Feb 6, 6:30 - 8:30 p.m.

2026 Approx. attendance: 450

Audience: Preschoolers - 12 year olds w/adult

FOR MORE INFORMATION

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

SPONSORSHIP BENEFITS

	PREMIER \$500	STANDARD \$250
Presenting sponsor for the event: "Presented by Your Company"	✓	
Inclusion as presenting sponsor on all communications	✓	
Company logo under event listing in Fun Guide	✓	
Opportunity to bring a hand-out or giveaway items for kids and families	✓	
Ad space in District trail kiosks or lobby TVs for two consecutive months	✓	
Social media mentions in posts and event listing	✓	
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓	✓
Logo and link on event web page on bataviaparks.org	✓	✓
Logo on event signage	✓	✓
A 10' x 10' table at the event with sales rights and opportunity to offer craft or activity	✓	✓
Recognition with link on event-specific emails	Logo	Name listed
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed



Batavia Park District also benefits from in-kind donations.

2026 BATAVIA DEPOT MUSEUM EVENTS



Batavia Depot Museum is a cooperative effort between Batavia Park District and the Batavia Historical Society. Housed in a restored 1854 Chicago, Burlington and Quincy railroad station, the museum is a window to Batavia’s rich history. There are two floors of exhibits on local history to explore, as well as a 1907 caboose! Each year, the Batavia Depot Museum presents unique and informative seasonal exhibits for all ages along with special events, Trolley tours and lectures. Exhibits for 2025 are “The Museum a Community Built: The Batavia Depot Museum Celebrates 50 Years,” “Uncovered: Quirks and Curiosities of the Batavia Historical Society.” The Depot Museum also offers special events during Preservation Week, held every year at the end of April.



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

SPONSORSHIP BENEFITS

	PRESENTING \$1,200	STANDARD \$250
Presenting sponsor for all 3 exhibits and Preservation Week: “Presented by Your Company”	✓	
Inclusion as presenting sponsor on all communications	✓	
Educational lecture series sponsor	✓	
Opportunity to bring a hand-out or giveaway items for museum patrons	✓	
Ad space in District trail kiosks or lobby TVs for two consecutive months	✓	
Logo on all promotional materials including posters, banners, flyers, day-of materials and social media	✓	✓
Sponsor event or lecture series	All	One
Logo and link on event web page on bataviaparks.org	✓	✓
Logo on event signage for duration of exhibit	✓	✓
Recognition with link on event-specific emails	Logo	Name listed
Recognition on Thank You ad in Winter Fun Guide	Logo	Name listed

Batavia Park District also benefits from in-kind donations.

