



unplug  
ILLINOIS

What's *your* outlet?

2024 Sponsorship Opportunities





**Unplug Illinois is a statewide public awareness campaign designed to encourage healthy living, places and communities through experiences at Illinois park, recreation, and conservation agencies. The 6th Annual Unplug Illinois Day will take place on Saturday, July 13, 2024.**

With your support, we can engage residents and visitors, and inspire people to take advantage of all the benefits and amenities these agencies have to offer.

Whether a person's motivation is improved health, the environment, educational or community needs-parks, recreation, and conservation play an important role and Unplug Illinois encourages people to be a part of something larger than themselves.

# Let's spread the Unplug Illinois message across Illinois.

**Be a part of the statewide outreach and get people engaged. Sponsor Unplug Illinois for as little as \$500 and receive benefits that include:**

- Company name, logo and link featured on Unplug Illinois website
- Feature on Unplug Illinois Day promotional marketing materials
- Social media: original content post on Unplug Illinois Facebook and Instagram
- Digital ad on Illinois Park and Recreation Association website
- Inclusion in news releases about Unplug Illinois and Unplug Illinois Day
- Inclusion on digital posters provided to participating agencies

---

## Why get involved?

### Community Pride

By supporting Unplug Illinois, you will be part of a sustained effort to improve lives and improve communities while telling the Unplug Illinois story in a clear, concise, consistent and compelling way.

### Grow Your Business

Seize on multiple opportunities that allow you to promote your organization, including electronic, print and event opportunities that get the word out locally and regionally, while also promoting the community, improved health, active lifestyle and greener communities.



# Sponsor Levels & Benefits

Help to create greener, healthier and more robust communities while showing your support of local parks, recreation, conservation and community while raising awareness of your business.



## \$5,000 – Two available

- Recognition as top sponsor on Unplug Illinois Day marketing materials
- Mention in two news releases
- Highlighted in digital advertising
- Four dedicated social media posts
- Logo recognition on banners at premier events
- Digital ad on Illinois Park and Recreation Association website for three months
- Illinois Park and Recreation Association Annual Report listing and recognition at the Annual Business Meeting
- Recognition in the Unplug Illinois Transformation Kit (all levels where mentioned) – distributed to 3,500+ individuals
- Inclusion on digital posters provided to participating agencies

## \$2,500 – Four available

- Recognition as top sponsor on Unplug Illinois Day marketing materials
- Mention in two news releases
- Two dedicated social media posts
- Digital ad on Illinois Park and Recreation Association website for three months
- Illinois Park and Recreation Association Annual Report listing and recognition at the Annual Business Meeting
- Recognition in the Unplug Illinois Transformation Kit (all levels where mentioned) – distributed to 3,500+ individuals

## \$1,000 – Four available

- Recognition on Unplug Illinois Day marketing materials
- Mention in one news release
- Two dedicated social media posts
- Digital ad on Illinois Park and Recreation Association website for one month
- Illinois Park and Recreation Association Annual Report listing and recognition at the Annual Business Meeting

## \$500 – Four available

- Two dedicated social media posts
- Digital ad on Illinois Park and Recreation Association website for one month
- Illinois Park and Recreation Association Annual Report listing and recognition at the Annual Business Meeting

# For More Information

## For Unplug Illinois information, contact:

Heather Weishaar  
heather@ilipra.org  
708.588.2282



The mission of the Illinois Park & Recreation Association

(IPRA) is to provide and promote exceptional standards of education, networking and resources for all professionals in the Illinois park, recreation and conservation communities.

[ilipra.org](http://ilipra.org)

## a5 Branding & Digital

a5 is a branding and digital agency that tells client stories in clear, concise, consistent

and compelling ways – to get results. We begin by listening. Asking questions. Understanding your market and the competitive landscape. By offering recommendations and solutions. And telling your story – powerfully. We work by a simple philosophy: to deliver great work that gets you where you want to go, and we do it on time and on budget. Focused on creating healthy, sustainable communities, a5 works with the public and private sectors to engage in conversation, break down barriers, find common ground and work together.

[a5inc.com](http://a5inc.com)



Sponsorship Information: Heather at IPRA, [heather@ilipra.org](mailto:heather@ilipra.org) | (708) 588-2282

Illinois Park & Recreation Association

[UnplugIllinois.org](http://UnplugIllinois.org)

p5