

CREAM OF WHEATON



Wheaton Chamber of Commerce | Wheaton Park District

MORE THAN **35,000** ATTENDEES OVER 4 DAYS OF FUN



JUNE 5-8, 2025

MEMORIAL PARK | DOWNTOWN WHEATON

MARKETING REACH

over **50,000**

IMPRESSIONS

BEER GARDEN
FOOD VENDORS
BUSINESS EXPO
CARNIVAL RIDES & GAMES
LIVE ENTERTAINMENT

plus 1,600 RUNNERS
Cosley Zoo Run for the Animals
5K/10K/ Kids 1/2 Mile



wheatonparkdistrict.com/creamofwheaton

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Sponsorship Benefits

	Diamond \$15,000	Platinum \$5,000	Gold \$3,500	Silver \$2,000	Participation \$750
Premium Booth Location (10x10 tent included)	●				
Logo Inclusion on Volunteer Shirts (approx. 200)	●				
Inclusion on Press Release	●				
Booth Space (10x10 tent included)	●	●			
Inclusion on Media Print Advertisements	●	●			
Complimentary Carnival Wristbands	12	4			
Inclusion on Social Media Posts	4 posts	2 posts	1 post		
Logo Inclusion on Posters/Flyers	●	●	●		
Booth Space (10x10, no tent)			●	●	
Logo Inclusion on Promotional Emails	●	●	●	●	
Logo Inclusion on Event Signage	●	●	●	●	
Logo Inclusion on Wheaton Park District Event Webpage	●	●	●	●	●
Inclusion in Announcements	●	●	●	●	●

Presenting Organizations



The Wheaton Chamber of Commerce is the voice of the business community. Our members work together to foster meaningful business relationships, advocate on issues impacting local economy, and develop business education and marketing opportunities. Our members are the pillars of the business community. Together we join forces to influence business and community issues.



The Wheaton Park District is the leader in the community and region, offering unique facilities, 813 acres of open space, and 54 parks that attract visitors from DuPage County and beyond. Through special events, programming, and services, the Wheaton Park District serves over 1.6 million people annually while encouraging them to create, discover, and play.



2025 SPONSORSHIP & PAYMENT SUMMARY

Event	Sponsorship Level (circle one)	Estimated Participation*	Estimated Reach*	Fee
Cream of Wheaton 2025	Diamond Platinum Gold Silver Participation	30,000	50,000	\$
TOTAL COMMITMENT				\$

*Estimated participation is based on the number of participants expected to attend the event, including volunteers and spectators. Estimated reach is based on impressions of marketing materials to promote and advertise the event.

Billing and Contact Information	
Company/Organization:	
Contact:	Phone:
Day of Event Contact:	Day of Event Phone:
Email:	Website:
Address:	City, State, Zip:

Along with commitment form and payment, please submit digital logos* for marketing and signage to:

Carolyn Wilkin, Special Event Manager
855 W Prairie Ave.
Wheaton, IL 60187
cwilkin@wheatonparks.org

*Please see Terms & Conditions of Sponsorship #5 Logo/Mechanical Requirements for logo formatting requirements on page 3.

Payment & Invoicing	
Payment by check or ACH is preferred.	
Credit cards are accepted for sponsorship less than \$5,000. Some exceptions may apply.	
Payment Type (check one): <input type="checkbox"/> Check # _____ Enclosed <input type="checkbox"/> Please Send Invoice (Net 30) <input type="checkbox"/> Credit Card	
Amount Enclosed or To Be Charged: \$ _____	Contact Phone For Payment Questions:
Credit Card Information	
Card Number:	Name on Card:
Billing Address:	Billing City, State, Zip:
Expiration Date (MM/YY): ____ / ____	Security Code:
Signature:	

By signing below, you are agreeing that you have read and accept the Terms and Conditions of Sponsorship as listed on the following page:

Signature:	Printed Name:	Date:
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TERMS & CONDITIONS OF SPONSORSHIP

1. **Statement of Purpose:** The Wheaton Park District "WPD" uses funds and promotional activities provided by/associated with special event sponsorships to promote, further, and financially support the mission and good works of the WPD.
2. **Control of Content and Selection:** Sponsor is solely responsible and liable for the content of all promotional materials provided and actions taken by Sponsor in connection with its event sponsorship except to the extent modified by the WPD. WPD reserves the right to contract content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication content/logistics/layout/distribution, but the reservation of this right does not impose any obligation or liability on WPD with respect to its exercise or failure to exercise this right. WPD staff shall coordinate Sponsor's planned event sponsorship activities with Sponsor's Contact and Sponsor shall cooperate with WPD staff with respect to same. In the event of disagreement, WPD staff shall have contract and their decision is final.
3. **Disclosures of Financial Relationships:** WPD has the right to publicize to the event audience (a) sponsor funding of the event and (b) any significant relationship between WPD and the Sponsor providing benefit to the community.
4. **Auxiliary Support:** Any other support to be provided by WPD for the Sponsor in regards to the Sponsor's event sponsorship activities (e.g. distributing brochures, preparing slides) must be approved by both parties and included in the Sponsorship Commitment Form.
5. **Logos/Mechanical Requirements:** All logos to be used in event sponsorship materials are to be sent to the WPD in one of the following formats: png, tif, ai, bmp. All artwork must be camera-ready and high-resolution with a transparent background. If your logo requires special specifications please notify the WPD at the time of sending. Art files will be accepted in the following formats: Illustrator, CS6, EPS, high-res PDF. Ads created in Word, Excel, PowerPoint, or Publisher will not be accepted. If an ad is sent in an unusable format, advertiser will be charged a minimum of \$150 for design time, or correct artwork may be submitted prior to the deadline.
6. **Cancellation of Event by WPD:** WPD reserves the right to cancel or postpone an event at its discretion. This includes but is not limited to event/program/activity/publication cancellation due to inclement weather or unsafe conditions. Should such postponement or cancellation occur, the sponsorship fee will NOT be refunded to Sponsor, but in the case of event postponement will be applied as a credit to the sponsorship fee for the re-scheduled event, and in the case of cancellation will be applied as a credit to the sponsorship fee for another special event selected by the Sponsor in consultation with the WPD.
7. **Cancellation of Sponsorship by Sponsor:** Cancellation by sponsor of a special event sponsorship must be done in writing at least sixty (60) days prior to the printing of sponsorship materials or first publication/public notice of the special event sponsorship. The sponsorship fee is non-refundable, but the fee may be applied as a credit to the sponsorship fee of another special event as long as none of the sponsorship benefits have been received, and the amount of the credit will be reduced by any costs incurred by the WPD with respect to the sponsorship that was cancelled.
8. **Assumption of Risk, Waiver, Indemnification, and Hold Harmless:** Sponsor assumes all risk associated with its conduct of its sponsorship activities, and waives and releases WPD and its elected and appointed officials, officers, employees, agents, and volunteers (hereinafter individually and collectively referred to as "WPD Parties") from any and all claims of every kind arising out of, related directly or indirectly to, or in connection with Sponsor's sponsorship activities, occurring on or off WPD property, including but not limited to property loss, theft, damage, or destruction and personal injury (including death). Sponsor shall indemnify and hold WPD Parties harmless from and against any and all claims (including but not limited to claims by Sponsor's employees, agents, and volunteers) of loss, cost, expense, or damage arising out of, related directly or indirectly to, or in connection with Sponsor's sponsorship activities, or Sponsor's breach of its financial and other commitments as provided in the attached Sponsorship Commitment & Payment Form and these Terms and Conditions. For purposes of this paragraph, the act or failure to act of Sponsor or officers, directors, employees, agents, or volunteers of Sponsor shall be deemed the act or omission of Sponsor.
9. **Certificate of Insurance:** WPD reserves the right to require insurance appropriate to the nature of Sponsor's activity and special event involvement. WPD may require Sponsor to provide a Certificate of Insurance based on its assessment of Sponsor's intended activities in connection with the sponsored event. Further information regarding a requirement for Certificate of Insurance can be requested from the Wheaton Park District.
10. **Sponsorship Payment Terms:** All Sponsorship payments must be received no later than the first to occur of (a) thirty (30) business days from date of Sponsor's submission of Sponsorship Commitment & Payment Form; or (b) date of sponsored event, unless otherwise agreed to in writing by WPD and Sponsor. Payment MUST be received prior to publication of any marketing materials or sponsorship/advertising benefits.
11. **Exclusivity:** Sponsorship category exclusivity is not guaranteed. Exceptions may be made for Presenting Sponsors. Please see benefits if applicable as provided in Section 14 below: "Other Terms and Conditions" if applicable.
12. **Compliance with Applicable Laws and Protection of WPD Property:** Sponsor shall comply with all applicable federal, state, county, and local laws, plus rules and regulations in the conduct of its special event sponsorship activities. If Sponsor will be placing structures, equipment, or signage or be distributing materials or goods on WPD property in connection with or as part of its sponsorship activities, Sponsor will use reasonable efforts and due care to prevent damage, loss, or destruction to or of WPD property and to prevent litter in and from the conduct of its activities. The placement of structures, equipment, and signage is part of Sponsorship activities logistics subject to consultation with and approval by WPD.
13. **Relationship of Sponsor to WPD:** Sponsor is a legally independent entity from WPD and shall not represent itself to the public otherwise.
14. **Other Terms and Conditions:** Not applicable.