

# planner profiles

# municipalities

*in 2013 there are 32 municipality sponsors*

*"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."*

*Laura Lake, Branding Basics*

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor Since 2008



**HendricksCounty**  
Solid Waste Management District

## TOX-AWAY DAY

is coming to Plainfield on October 5th. The event will be held at Plainfield Middle School, and will be open to the public from 8:00a.m. to 1:00p.m. For info call 858-6070 or visit our website.

[www.HendricksSolidWaste.com](http://www.HendricksSolidWaste.com)

Sponsor Since 2011

## \$5 OFF a Winter Recreation Program



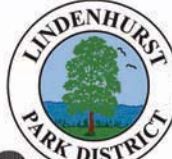
**Grayslake  
Park District**  
240 Commerce Drive  
Grayslake  
847-223-7529  
[www.glpd.com](http://www.glpd.com)

1 coupon per participant. Coupon must be presented at time of registration. May not be duplicated. Not valid with contractual programs. Expires 3/15/13.

Sponsor Since 2012

## FREE Calendar Clip

when you register for a  
Park District Program



**LINDENHURST  
PARK DISTRICT**  
Programs, Trips  
and Events for  
people of all ages!  
**847-356-6011**  
2200 E Grass Lake Rd  
LindenHurst  
[www.lindenhurstparks.org](http://www.lindenhurstparks.org)  
One per household

# TOWN PLANNER®

Your Community Calendar™

*...we put you on display, everyday!*

2013 Sponsor	Publisher	Advertiser Since
Township of Parsippany	NJODO	1998
City Of Painesville	OHSIE	2000
Findlay Township	PADEB	2001
The Borough Of Sewickly	PADEB	2003
Jeffersontown - City of	KYAUS	2004
Elmhurst Park District	ILHUA	2005
Long Hill Township	NJOD2	2007
Hendricks County Solid Waste Mgmt	INHES	2008
USPS - Postage	NJODO	2008
Centennial Lakes (City of Edina)	MNDYN	2009
East Pennsboro Township	PAWEA	2009
Derry Township Parks & Rec	PAWEA	2010
East Pennsboro Ambulance Svs.	PAWEA	2010
Elk Grove Food Bank	CACAR	2010
Gurnee Park District	ILPOD	2010
Sun Prairie Utilities	WISTR	2010
Grayslake Park District	ILPOD	2011
Grayslake Farmers Market	ILPOD	2012
Lindenhurst Park District	ILHUG	2012
Mooresville Public Library	INHES	2012
Mt Pleasant Glass and Ethnic Fest.	PAFIO	2012
Waterford Township Treasurer	MIGOR	2012
City Of Lyndon	KYAUS	2013
City of Rocklin - Parks & Recreation	CALUN	2013
Food Bank Of Yolo County	CACAR	2013
Hempfield Township	PAFIO	2013
Jeffersontown Fire Department	KYAUS	2013
Lake Bluff Park District	ILPOD	2013
Village of Fox Lake - Parks & Rec	ILHUG	2013
Village of Mamaroneck	NYHOE	2013
Westmoreland County Parks & Rec	PAFIO	2013
Yolo Co. Employment & Social Svs	CACAR	2013

Sponsor Since 2012

**JOIN BRIDGEPORT COUNTRY CLUB TODAY!**



Resort-Style Pool and Food and Beverage Service  
 Family Membership as low as **\$154/month**  
**NO Initiation Fee**  
**304.842.3111**  
**www.bccwv.com**

*"The Town Planner calendar has been an enormously successful advertising medium for the Greater Bridgeport CVB. It's a high quality product that we can hand out when people stop into the office and want information on things going on in the community. When we get the new calendars in each year we can't keep them in stock. The Town Planner is popular with local residents, as well as visitors to the area."*

**Tim Brady**  
**Executive Director**

Complete List of 2013 Sponsors Available Upon Request

Sponsor Since 2012

Have you checked out  
 Westmoreland County Parks  
 and Recreation on Facebook yet?



Contests,  
 Photos, Park  
 and Program  
 Updates, and  
 lots of fun!



[www.facebook.com/  
 WestmorelandParkandRec](http://www.facebook.com/WestmorelandParkandRec)

Sponsor Since 2010


**Summer Day Camp**  
 Registration begins  
 March 20 (R)  
 April 3 (NR)



Visit our website to learn about exciting,  
 fun-filled day camps for children -  
 kindergarten - 6th grade.  
 CAPTIVATING ACTIVITIES  
 TO ENTERTAIN, LEARN AND PLAY  
**derrytownship.org**

Sponsor Since 2009

**CENTENNIAL LAKES PARK**




- Walking Trails
- Banquet Space
- 18 Hole Putting Course
- Ice Skating
- Paddle Boats
- Concerts

City of Edina

**952-833-9580**  
 7499 France Avenue South • Edina  
**CentennialLakesPark.com**

**TOWN PLANNER®**  
*Your Community Calendar™*

*... the best location for your ad*