

Attachment 2

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES 2023

City of Lake Forest
Community Services Division



SPONSORSHIP PROGRAM

The City of Lake Forest Community Services Division offers sponsorship opportunities for each of its Signature Events, as well as other special events. The program is designed to provide businesses with significant recognition for their support and contribution.

To accommodate your business' budget, sponsorship levels range from \$100 to \$10,000. The amount donated designates sponsorship level, each with its own set of benefits. The City aims to ensure a mutually beneficial relationship between the City and your business.

If you are interested in becoming a sponsor, submit your completed application to Laura Lisack at llisack@lakeforestca.gov. For additional information call (949) 461-3451.

Community Outreach

The City of Lake Forest hosts 4 signature events annually. *The Leaflet*, Lake Forest's quarterly publication, advertises all special events and is mailed to 35,000 homes. Additionally, the City's social media posts reach over 1 million people.

By sponsoring a City event, your business will be provided the opportunity to reach these individuals as well. With more than 30,000 people attending the City's events annually, these methods demonstrate successful communication with the community.

SIGNATURE EVENTS

SNOWFEST

Hit the snow-laden slopes at Pittsford Park for this annual snow spectacular! Both kids and adults can come to play in the snow at this special event. Sleds and saucers are available for use, to slide down Mount Pittsford. The play snow area, for kids 10 and under, is open during the entire event. Additional attractions and games are available, as well as fun photo opportunities. Food and drinks are available for a nominal fee.

AVERAGE ATTENDANCE: 2,500

AVERAGE MEDIA REACH: 120,000

BUNNY BLAST

Everyone's favorite springtime event! A fun-filled day for the entire family, including game booths, rides, music, and other fun activities! Bags and baskets can be used to collect eggs full of candy from themed egg stations. The first 1,000 young friends can participate in the egg-cellent egg stations! Visit and take pictures with both Nectar and Hoppy The Spring Bunny.

AVERAGE ATTENDANCE: 3,000

AVERAGE MEDIA REACH: 100,000

FOURTH OF JULY PARADE

Get your flag flying high on the Fourth of July! The City of Lake Forest has hosted its annual Fourth of July Parade since its incorporation in 1991. With an established parade route, preceded by a pancake breakfast and 5k run/walk, the event offers an array of activities. Show your patriotism by coming out and supporting your community!

AVERAGE ATTENDANCE: 12,000

AVERAGE MEDIA REACH: 120,000

HALLOWEEN SPOOKTACULAR

A wicked good time for everyone! This family-friendly Halloween Spooktacular offers activities for all ages! The Sports Park will be transformed into a haunted structure, featuring games, crafts, Trunk-or-Treats, and a pumpkin carving contest. Children are encouraged to wear their costumes as they join in the fun!

AVERAGE ATTENDANCE: 3,000

AVERAGE MEDIA REACH: 120,000

SPECIAL EVENTS

In addition to its Signature Events, the City hosts various Special Events throughout the year, each with the opportunity for sponsorship.

WINTER

Santa Events (Sponsorship includes 3 events below*)

*Breakfast with Santa

AVERAGE ATTENDANCE: 200 AVERAGE MEDIA REACH: 100,000

*Calls from Santa

AVERAGE ATTENDANCE: 100 AVERAGE MEDIA REACH: 75,000

*Letters from Santa

AVERAGE ATTENDANCE: 100 AVERAGE MEDIA REACH: 75,000

Pet Expo

AVERAGE ATTENDANCE: 3,000 AVERAGE MEDIA REACH: 100,000

SPRING

Spring Boutique

AVERAGE ATTENDANCE: 500 AVERAGE MEDIA REACH: 75,000

SUMMER

Summer Concert Series (3 sponsorship opportunities)

AVERAGE ATTENDANCE: 3,500 AVERAGE MEDIA REACH: 300,000

Family Camp Out

AVERAGE ATTENDANCE: 150 AVERAGE MEDIA REACH: 75,000

Movies in the Park (Sponsorship includes series of 3)

AVERAGE ATTENDANCE: 1,000 AVERAGE MEDIA REACH: 75,000

FALL

Fall Boutique

ATTENDANCE: 500 AVERAGE MEDIA REACH: 75,000

Additional sponsorship opportunities available for The Clubhouse Senior Center and our Special Needs community. For more information, please contact Vicky Blethen at vblethen@lakeforestca.gov or (949) 461-3453.

SPONSORSHIP BENEFIT***SPONSORSHIP LEVELS**

	TITLE \$2,500	DIAMOND \$1,000	PLATINUM \$500	GOLD \$250	SILVER \$100
Certificate of Recognition from City	X	X	X	X	X
Acknowledgement on City website	X	X	X	X	
Company logo featured on print advertisements	X	X	X		
Booth at event (if applicable)	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on promotional items	X				
Special recognition at City Council meeting	X				
Preferred booth space at event	X				
Company logo featured in The Leaflet publication (Half Page)	X				
Company logo featured in The Leaflet publication (Quarter Page)		X			
Company logo featured in The Leaflet publication (Business Card Size)			X		

**If applicable to sponsored event.*

CHAMPION SPONSORSHIP – \$10,000

Guarantees Title Sponsorship benefits for all City events, within a calendar year. Sponsorships received and approved prior to January will receive full benefit(s).

Proration not permitted.

SPONSORSHIP LEVELS

Sponsorship pricing applies to all Signature and Special Events.



CITY OF LAKE FOREST

SPECIAL EVENT SPONSORSHIP APPLICATION

BUSINESS INFORMATION

BUSINESS NAME: _____

BUSINESS TYPE: _____

BUSINESS ADDRESS: _____

APPLICANT NAME: _____

TITLE: _____ **PHONE NUMBER:** _____

EMAIL ADDRESS: _____

EVENT CONTACT NAME: _____

TITLE: _____ **PHONE NUMBER:** _____

SPONSORSHIP LEVEL

EVENT: _____

CHAMPION

TITLE

DIAMOND

PLATINUM

GOLD

SILVER

To sponsor one of the City's Signature or Special Events, submit a completed application to Community Services. Payment must be received within 10 days of application submission, via check made out to 'City of Lake Forest'. The Director of Community Services may approve or deny a prospective sponsorship application and/or cancel any agreement with an event sponsor, as he/she deems appropriate. For additional information, contact Laura Lisack at (949) 461-3451 or llisack@lakeforestca.gov.

FOR OFFICE USE ONLY

CHECK#: _____ **AMOUNT:** _____ **CHECK DATE:** _____ **INITIAL:** _____

A SPECIAL THANK YOU TO OUR 2022 CHAMPION SPONSOR



AND THANK YOU TO OUR 2022 TITLE SPONSORS

