Lake Forest Community Services Department

Special Events Sponsorship Opportunity Packet

CITY OF LAKE FOREST
DECEMBER 20, 1991

EXCITING SPONSORSHIP OPPORTUNITIES AVAILABLE

Are you interested in **promoting your business**, **increasing your exposure**, and becoming more **invested in the community**? Sponsorship opportunities are now available through the City of Lake Forest Community Services Department's Special Event Sponsorship program. The program is designed to provide businesses with significant recognition for their contribution and provide various opportunities to the needs of every business.

This packet includes information regarding each Special Event available for sponsorship and a description of sponsor benefits at corresponding sponsorship levels. Sponsoring any of these events provides access to a variety of markets and varied audiences. To best accommodated your business' budget, **sponsorship levels range from $100 to $3,000** depending on the event. Many of the benefits listed at various sponsorship levels include special recognition on the City's social media sites and quarterly recreation brochure. For reference, **the City's Facebook posts reach over 1 million people last year and the recreation brochure is mailed quarterly to over 35,000 resident households**.

If you would like additional information regarding this program or have any questions, please contact Nicole Miller with the City's Community Services Department, at (949) 461-3437. Businesses interested in sponsoring any of the enclosed Special Events should complete the **Lake Forest Special Event Sponsorship Application** attached to this packet. **Complete applications should be sent by email to Nicole Miller at nmiller@lakeforestca.gov.**

We hope that your business finds the Special Event Sponsorship Program tremendously beneficial and chooses to support the City of Lake Forest's Special Events Programs.

Snow Fest

January 25, 2020 11:00 a.m.-4:00 p.m. at Lake Forest Sports Park

Come be a part of this annual winter event and hit the snow laden slopes at Pittsford Park! Grab the kids, the camera, and your friends and come play in the snow at this special event. Sleds and saucers will be available for you and your family to slide down Mount Pittsford. There will also be a free snow play area for kids 10 and under open during the entire event. Check out additional attractions and games at the event and bring your camera for guest appearances from a galaxy far, far away. Food and drinks are also available for a nominal fee.

Average event attendance: 3,000

Average Media Reach: 18,300

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $3,000	Diamond $2,000	Platinum $1,000	Gold $500	Silver $250
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Booth at the event	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X	X			
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred booth placement at the event	X				
Company "thanked" in the Leisure Times publication (business card size)			X		
Company "thanked" in the Leisure Times publication (1/4 page size)		X			
Company "thanked" in the Leisure Times publication (1/2 page size)	X				

* Area sponsorships are also available. The sponsorship level for area sponsors will correspond to the total sponsorship amount. All area sponsor logos will be published on banners placed around the event.

Pet Expo

March 21, 2020 10 a.m-1 p.m. at the Lake Forest Sports Park

The Pet Expo is a unique ,family oriented event centered around pets and the people who love them! This one-day event offers a variety of informative groups, retailers, groomers, veterinarians, and pet organizations- everything you need to know for a happier, healthier pet! There will be informative booths, kids' activities, K-9 demonstrations, and various animal wellness services available. Feel free to bring your well socialized/people-friendly dog.

Average event attendance: 4,000

Average Media Reach: 2,400

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $1,500	Diamond (limit 2) $1,000	Platinum $500	Gold $250	Silver $100
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Company recognition during announcements	X	X			
Booth at the event an preferred parking	X	X			
Company logo featured on stage banners	X				
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred placement at the event and preferred parking	X				
Company "thanked" in the Leisure Times publication (business card size)		X			
Company "thanked" in the Leisure Times publication (1/4 page size)	X				

* Area sponsorships are also available. The sponsorship level for area sponsors will correspond to the total sponsorship amount. All area sponsor logos will be published on banners placed around the event.

Bunny Blast

April 4,2020 11 a.m.-3p.m. at El Toro Park

One egg, two egg, green egg, blue egg. It is time for everyone's springtime favorite, Bunny Blast: A Seuss Eggstravaganza! Enjoy a fun filled event for the entire family, with a day of activities including game booths, rides, music, and other funny things! Oh the things you will find! Bring your own bags or baskets to collect eggs full of candy from a variety of themed egg stations using your free egg station card. Dr. Seuss' first 1,000 young friends can participate in these eggcellent egg stations! Bring your camera to take pictures from the places you'll go – you're off and away to visit Nectar, Hoppy the Spring Bunny, and your favorite Dr. Seuss characters. Hop on down early to take part in all the fun!

Average event attendance: 3,000

Average Media Reach: 4,200

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $3,000	Diamond (limit 2) $2,000	Platinum $1,000	Gold $500	Silver $250
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Booth at the event	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X	X			
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred booth placement at the event	X				
Company "thanked" in the Leisure Times publication (business card size)			X		
Company "thanked" in the Leisure Times publication (1/4 page size)		X			
Company "thanked" in the Leisure Times publication (1/2 page size)	X				

* Area sponsorships are also available. The sponsorship level for area sponsors will correspond to the total sponsorship amount. All area sponsor logos will be published on banners placed around the event.

Movies in the Park

June 19, 2020 7:30 p.m. at Lake Forest Sports Park

July 17, 2020 7:30 p.m. at Lake Forest Sports Park

July 31, 2020 7:30 p.m. at Lake Forest Sports Park

August 14, 2020 7:30 p.m. at Lake Forest Sports Park

The City of Lake Forest hosts a Movies-in-the-Park series every summer. Four Fridays in the summer, the City transforms a portion of the Lake Forest Sports park into an outdoor movie theater. Bring your friends, family, and a blanket for free movies and fun under the stars.

Average event attendance: 2,000

Average Media Reach: 2,000

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $3,000	Diamond (limit 2) $1,500	Platinum $1,000	Gold $500	Silver $250
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X				
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Company "thanked" in the Leisure Times publication (business card size)		X			
Company "thanked" in the Leisure Times publication (1/4 page size)	X				

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Summer Concert Series

June 20, 2020 5:30-8:30 p.m. at Lake Forest Sports Park

July 18, 2020 5:30-8:30 p.m. at Pittsford Park

August 15, 2020 5:30-8:30 at Lake Forest Sports Park

The City of Lake Forest hosts a summer concert series every year. One concert is held per month during the summer time at Lake Forest parks. The final concert in August also hosts a car show. Join us for three concerts this summer that will make you want to dance all night long!

Average event attendance: 6,000

Average Media Reach: 18,159

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $3,000	Diamond $2,000	Platinum $1,000	Gold $500	Silver $250
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Booth at the events (3)	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X	X			
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred booth placement at the events (3)	X				
Company "thanked" in the Leisure Times publication (business card size)			X		
Company "thanked" in the Leisure Times publication (1/4 page size)		X			
Company "thanked" in the Leisure Times publication (1/2 page size)	X				

* Area sponsorships are also available. The sponsorship level for area sponsors will correspond to the total sponsorship amount. All area sponsor logos will be published on banners placed around the event.

Family Campout

July 11-12, 2020 Sat. 5:30 p.m.– Sun. 10 a.m. at the Lake Forest Sports Park

Grab your family, pack up your tent, and come camp out in our backyard! Enjoy the evening playing games, making crafts, and singing campfire songs under the night sky. Participants must provide their own tents, sleeping bags, and any other personal items. Don't forget to bring an appetite because dinner, dessert, and breakfast are included!

Average event attendance: 100

Average Media Reach: 1,891

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $1,000	Diamond (limit 2) $500	Platinum $250	Gold $200	Silver $100
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Company recognition during announcements	X	X			
Company logo featured on stage banners	X				
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Company "thanked" in the Leisure Times publication (business card size)		X			
Company "thanked" in the Leisure Times publication (1/4 page size)	X				

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Autumn Harvest Festival

October 2020 at Heritage Hill Park

Halloween adventure returns with the Autumn Harvest Festival. Heritage Hill Park will once again be decorated for this an adventure filled festival. Attractions will include: The Superhero Village, the Under the Sea Adventure Maze, Harry Potter's School House, Princess Pumpkin Patch and Storytelling Adventures. The adventure does not stop as there will be games, face painting, a costume parade on stage, the "Lake Forest All Stars Glow Party", and a movie screening of "The Great Pumpkin Charlie Brown." Don't forget to stop by all the trick or treat stations. Come ready in costume with trick or treat bag in hand as the adventure will take you places beyond your imagination!

Average event attendance: 3,000

Average Media Reach: 13,800

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $2,500	Diamond $1,000	Platinum $500	Gold $250	Silver $100
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Booth at the event	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X	X			
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred booth placement at the event	X				
Company "thanked" in the Leisure Times publication (business card size)			X		
Company "thanked" in the Leisure Times publication (1/4 page size)		X			
Company "thanked" in the Leisure Times publication (1/2 page size)	X				

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Haunt at Heritage Hill

October 2020 at Heritage Hill Park

This Halloween teen/adult friendly event includes: the Haunted School House Fright Maze, and scream zones such as the Side Show Maze, the return of Backwood's Nightmare, and the Reaper's Revenge. Be sure to hit the dance floor with ghouls and goblins for our extreme DJ and light show. The event includes screenings of horror films with free popcorn also. Be the first in the know and get the inside scoop at facebook.com/LFhaunt. There will be special announcements and chances to win prizes. Be ready to have fun, be ready to be scared, be ready to laugh, be ready to scream, but please be ready!

Average event attendance: 2,000

Average Media Reach: 12,600

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $2,500	Diamond $1,000	Platinum $500	Gold $250	Silver $100
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Booth at the event	X	X			
Shared social media posts	X	X			
Company recognition during announcements	X	X			
Company logo featured on stage banners	X	X			
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Preferred booth placement at the event	X				
Company "thanked" in the Leisure Times publication (business card size)			X		
Company "thanked" in the Leisure Times publication (1/4 page size)		X			
Company "thanked" in the Leisure Times publication (1/2 page size)	X				

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Breakfast & Brunch with Santa

December 2020 at City Hall

Santa Clause is coming to Lake Forest and wants to invite you and your family to join him and his elves for a delicious breakfast or brunch. You will enjoy a home-style waffle breakfast including scrambled eggs, bacon, sausage, juice and milk. There will be good tiding and cheer along with holiday melodies, cookie decorating, and Storytime with Santa. Be sure to invite your friends and family to enjoy the winter fun. This event sells out quickly.

Average event attendance: 200

Sponsorship Benefits	Sponsorship Levels				
	Title (limit 2) $1,000	Diamond $500	Platinum $400	Gold $250	Silver $100
Certificate of recognition from the Lake Forest City Council	X	X	X	X	X
Acknowledgement on the City's Website	X	X	X	X	
Company logo included on any print advertisements for the event	X	X	X		
Company recognition during announcements	X	X			
Company logo featured on stage banners	X				
Company logo featured on giveaways	X				
Special recognition at a City Council meeting	X				
Company "thanked" in the Leisure Times publication (business card size)		X			
Company "thanked" in the Leisure Times publication (1/4 page size)	X				

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Lake Forest Special Event Sponsorship Application

Business Information

Business Name: _____

Type of Business: _____

Business Address: _____

Applicant Name: _____ Phone Number: _____

Title: _____

Email Address: _____

Day of Event Contact: _____ Phone Number: _____

Title: _____

Sponsorship Level

Event: _____

_____ Title

_____ Diamond

_____ Platinum

_____ Area Sponsor—Please Specify _____

____ Gold

____ Silver

In order to participate as a Special Event Sponsor, applicants must submit this completed application form and the associated sponsorship fee. Payment must be made in the form of a check made out to "City of Lake Forest." Payment must be received within 10 days of application submission. 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 more information, contact Nicole Miller at (949) 461-3437 or nmiller@lakeforestca.gov.*

For Office Use Only:

Check #: _____ Amount: _____ Check Date:_____

Input: _____ Dep: _____ Initial: _____