

OPPORTUNITIES

The City of Lake Forest Community Services Division offers sponsorship opportunities for its Signature Events and Special Events. The Sponsorship Spotlight program is designed to provide businesses with significant recognition for their support and contributions.

Sponsorship levels range from \$100 to \$10,000 to accommodate any budget, each with a unique set of benefits. The City aims to ensure a mutually beneficial relationship between your business and the community.



SPONSORSHIP LEVELS

BENEFIT	SPONSORSHIP LEVELS				
	Title \$2,500	Diamond \$1,000	Platinum \$500	Gold \$250	Silver \$100
Certificate of Recognition					
Recognition on City Website					
Logo Featured on Marketing Materials					
Event Booth (If Applicable)					
Shared Social Media Posts					
Recognition During Event Announcements					
Logo Featured in The Leaflet (Half Page)					
Logo Featured in The Leaflet (Quarter Page)					
CHAMPION SPONSORSHIP - \$10,000					
Ensures Title Sponsor benefits for all Signature Events and Special Events, within calendar year. Sponsorships received and approved prior to or during the month of January will receive full benefits. Proration not permitted.					

Submit Your Application Today!

For more information, visit the Special Events page at www.lakeforestca.gov



2024 SPONSORSHIP SPOTLIGHT

City of Lake Forest
Community Services Division



COMMUNITY OUTREACH

The City of Lake Forest hosts 4 Signature Events annually, advertised to a broad audience through multiple channels: The Leaflet, a quarterly publication distributed to 35,000 residents, and the City's social media accounts, engaging more than 55,000 followers.

Sponsoring a City event offers your business the opportunity to connect with this extensive audience. With over 50,000 attendees at City events each year, these methods demonstrate successful communication with the community.



SIGNATURE EVENTS

Average Media Reach: 120,000

SNOWFEST

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

Average attendees: 3,000

BUNNY BLAST

Join us for everyone's favorite springtime event! Enjoy a fun-filled day with the entire family, featuring game booths, rides, music, and other exciting activities. Use bags and baskets to collect eggs filled with candy from themed egg stations. The first 1,000 young friends can participate in the egg-cellent egg stations! Don't miss the opportunity to visit and take pictures with both Nectar and Hoppy, The Spring Bunny.

Average attendees: 3,000

FOURTH OF JULY PARADE

Wave your flag high on the Fourth of July! The City of Lake Forest has been hosting its annual Fourth of July Parade since its incorporation in 1991. The parade follows an established route, starting with a pancake breakfast and a 5k run/walk. The event offers a variety of activities. Show your patriotism by joining us and supporting your community!

Average Attendance: 12,000

CONCERTS IN THE PARK

Get ready for a summer symphony under the stars at our Concerts in the Park series! Join us in June, July, and August for a musical extravaganza like no other. But that's not all – our August concert comes with an extra twist, featuring an exciting Car Show! Bring your picnic blankets and dancing shoes to enjoy a variety of tunes in a vibrant outdoor setting.

Average Attendance: 12,000

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

TREE LIGHTING

Ignite the festive season at our Annual Tree Lighting Ceremony taking place at the heart of the Civic Center Campus. Join us in December for the glow of twinkling lights and holiday cheer as we illuminate the campus tree to officially mark the start of the holiday season.

Average Attendance: 2,500



SPECIAL EVENTS

Average Media Reach: 100,000

Average Attendees: Up to 3,000

WINTER



SANTA EVENTS

(Series of 3)
Breakfast with Santa
Calls from Santa
Letters from Santa

SUMMER



MOVIES IN THE PARK

(Series of 3)

FAMILY CAMPOUT

SPRING



PET EXPO & SPRING BOUTIQUE

* New
MULTICULTURAL EVENT

FALL



FALL BOUTIQUE