



# **Sponsorship Opportunities**

**2022 - 2023**

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City of Lake Forest  
Community Services

# 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.

Businesses interested in sponsoring a City special event should complete the Lake Forest Special Event Sponsorship Application (enclosed). Completed applications should be emailed to Laura Lisack, Recreation Manager, at [llisack@lakeforestca.gov](mailto:llisack@lakeforestca.gov). Should you need additional information on this program, please 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 eggcellent 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 Haunt

Be afraid, be very afraid! This teen/adult-friendly spooktacular event is sure to cause a fright! The event includes a terrifying maze and scream zones, ghouls and goblins dance floor, haunting light show, and screenings of horror films with free popcorn. Be ready to have fun... and be ready to be scared!

**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

Pet Expo

**Average Attendance: 3,000   Average Media Reach: 100,000**

## Spring

Spring Boutique (New)

**Anticipated Attendance: 300   Anticipated Media Reach: 75,000**

## Summer

Lake Forest Storytelling Festival (New)

**Anticipated Attendance: 500   Anticipated Media Reach: 75,000**

Summer Concert Series (3 concerts)

**Average Attendance – 3,500   Average Media Reach: 300,000**

Family Camp Out

**Attendance – 150   Average Media Reach: 75,000**

Movies in the Park

**Attendance – 1,000   Average Media Reach: 75,000**

## Fall

\*(Sponsorship includes all 3 fall events)

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**

**Additional sponsorship opportunities are available for  
The Clubhouse Senior Center and our  
Special Needs community.**

**For more information, please contact Vicky Blethen at  
[vblethen@lakeforestca.gov](mailto:vblethen@lakeforestca.gov) or (949) 461-3453.**





# Sponsorship Levels

Sponsorship levels and pricing provided apply to all  
Signature and Special Events.

**Champion Sponsorship is available for \$10,000 per year.**

This sponsorship level guarantees all Title Sponsorship benefits, for all City events within the calendar year. Purchase should be made in January for full benefit. Proration not permitted.

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	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		



# 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, a complete application should be submitted 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](mailto:llisack@lakeforestca.gov).

## For Office Use Only

**Check#:** \_\_\_\_\_ **Amount:** \_\_\_\_\_ **Check Date:** \_\_\_\_\_ **Initial:** \_\_\_\_\_





A Special  
Thank You  
to Our  
2021  
Sponsors

