

A vibrant outdoor event scene, likely a community gathering or festival, set on a lush green lawn. In the foreground, several people are seated in folding lawn chairs. A woman in a red and white plaid shirt is seen from the back, while others are engaged in conversation. Large, colorful striped umbrellas provide shade, with one prominent blue and white striped umbrella in the center. The background is filled with more people, trees, and a building, all bathed in the warm, golden light of late afternoon. The overall atmosphere is relaxed and festive.

CITY OF LAGUNA HILLS

**SPECIAL EVENTS
SPONSORSHIP PROGRAM**

Dear Local Business and Community Partner,

The City of Laguna Hills is proud to offer you the opportunity to participate in our community events as a sponsor. Our exciting event series offers your business the opportunity to interact face-to-face with our local community members.

As a program partner, your agency has the opportunity to be marketed throughout various platforms as we market for the event. We offer numerous sponsorship opportunities with many different partnership levels. We are confident that there is something that will fit your business needs! Each sponsorship goes directly into enhancing our program or event.

For information on these programs or other sponsorship opportunities, please contact us directly. Thank you for your continued support and your help to the community!

Thank you for your consideration.



ALOHA



DADDY DAUGHTER DINNER DANCE



Estimated Attendance: 200

A special, formal dinner dance for dads and their daughters.

Title Sponsor (\$500)

- Company logo and name displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event
- Flyers distributed at the event
- Logo on photobooth pictures

Event Sponsor (\$300)

- Company logo on banners displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event

Supporting Sponsor (\$150)

- Company logo on banners displayed at event
- Verbal recognition over sound system at event

HOPPIN' HILLS



Estimated Attendance: 300

Spring event with crafts, breakfast, and community fun.

Title Sponsor (\$500)

- Booth opportunity at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Opportunity to speak (1 minute) at event

Event Sponsor (\$250)

- Company logo on marketing materials (website, flyers, social media, press releases)



ROOTED VOLUNTEER CAMPAIGN



Estimated Attendance: 100

A quarterly park beautification campaign.

Title Sponsor (\$500)

- Company logo and name on banners
- Company logo on marketing materials (website, flyers, social media, press releases)
- Logo on t-shirts for the year
- Verbal recognition over sound system at events
- Flyers distributed at event

Event Sponsor (\$300)

- Company logo on banners displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event

Supporting Sponsor (\$150)

- Company logo on banners
- Verbal recognition over sound system at event



MEMORIAL DAY RACE

Estimated Attendance: 3,000



Half Marathon, 10K, 5K, and Kids Run honoring the 3/5 Marines and Team Darkhorse.

Sponsorships currently coordinated through Spectrum Sports





MOVIES IN THE PARK



Estimated Attendance: 250 per movie
(3 movies)

Summer movie series with a feature film and family fun.

Title Sponsor (\$750)

- Booth opportunity at all 3 movies (1 table and 2 chairs)
- Advertisement displayed on screen before all movies*
- Company logo on marketing materials (website, flyers, social media, press releases)
- Opportunity to speak (1 minute) at all 3 movies

Event Sponsor (\$500)

- Booth opportunity at 2 movies (1 table and 2 chairs)
- Advertisement displayed on screen before all movies*
- Company logo on marketing materials (website, flyers, social media, press releases)

Supporting Sponsor (\$250)

- Advertisement displayed on screen before all movies*
- Company logo on marketing materials (website, flyers, social media, press releases)

Sponsor will receive one PowerPoint slide advertisement across the screen. Advertisement is due 2 weeks before the first event



SUMMER CONCERT SERIES



Estimated Attendance: 1,500 per concert
(3 concerts)

Concerts in the park featuring great bands and family fun.

Title Sponsor (\$2,000)

- Vendor booth with VIP parking pass at each concert (1 table and 2 chairs)
- Company logo on marketing materials (website, flyers, social media, press releases, banners)
- Opportunity to speak at each concert (1 minute)
- Verbal recognition at each concert

Event Sponsor (\$1,000)

- 1 vendor booth at 2 concerts (1 table and 2 chairs), each with VIP parking pass, to be coordinated with Community Services Department
- Company logo on marketing materials (website, flyers, social media, press releases, banners)
- Verbal recognition at each concert

Supporting Sponsor (\$500)

- 1 vendor booth at 1 concert (1 table and 2 chairs), to be coordinated with Community Services Department
- Company logo on marketing materials (website, flyers, social media, press releases, banners)
- Verbal recognition at each concert



4TH OF JULY CELEBRATION



Estimated Attendance: 8,000

Community event celebrating Independence Day with games, a band, and an epic firework show.

Title Sponsor (\$10,000)

- Fireworks sponsor
- Sponsor booth (2 tables and 4 chairs)
- Company logo on marketing materials (website, flyers, social media, press releases, banners)
- 4 VIP reserved parking passes
- Speaking opportunity at event
- Four (4) banners displayed throughout event, including stage banner
- Verbal recognition at event

Event Sponsor (\$5,000)

- Sponsor booth (1 table and 2 chairs)
- Company logo on marketing materials (website, flyers, social media, press releases, banners)
- Speaking opportunity at event
- 2 VIP reserved parking passes
- Verbal recognition at event

Supporting Sponsor (\$1,000)

- Sponsor booth (1 table and 2 chairs)
- Company logo on marketing materials (website, flyers, social media, press releases)
- 1 VIP reserved parking pass
- Verbal recognition at event



HARVEST IN THE HILLS



Estimated Attendance: 400

Fall event with crafts, candy, and community fun.

Title Sponsor (\$1,000)

- Booth opportunity at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Opportunity to speak (1 minute) at event
- 1 VIP reserved parking pass

Event Sponsor (\$500)

- Booth opportunity at event
- Company logo on marketing materials (website, flyers, social media, press releases)

Supporting Sponsor (\$250)

- Company logo on marketing materials (website, flyers, social media, press releases)

TREE LIGHTING



Estimated Attendance: 500

Join the community as Santa arrives to light the tree at the Community Center. Crafts, photo opportunities, community expo, and snow!

Presenting Sponsor (\$5,000)

- Event naming rights (i.e. Tree Lighting Presented by Company Name)
- Company logo and name on all marketing materials
- Booth space at event
- Opportunity to speak at event (2 minutes)
- One (1) Sponsor Saturday social media post highlighting the business

Event Sponsor (\$500)

- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event

Supporting Sponsor (\$150)

- Company logo on banners displayed at event
- Verbal recognition over sound system at event

BREAKFAST WITH SANTA



Estimated Attendance: 200

A chance for families to have pancakes with Santa, participate in crafts and activities, and take photos with Santa.

Title Sponsor (\$500)

- Company logo and name displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event
- Booth at event

Event Sponsor (\$300)

- Company logo on banners displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event

Supporting Sponsor (\$150)

- Company logo on banners displayed at event
- Verbal recognition over sound system at event

HOLIDAY DANCE EXTRAVAGANZA



Estimated Attendance: 200

Event features musical and dance performances by talented local artists and dinner.

Title Sponsor (\$500)

- Company logo and name displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event
- Booth at event

Event Sponsor (\$300)

- Company logo on banners displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event

Supporting Sponsor (\$150)

- Company logo on banners displayed at event
- Verbal recognition over sound system at event

SPONSORSHIP INFORMATION

Please contact Jessica Cardenas at jcardenas@lagunahillsca.gov or (949) 707 - 2681 for more information regarding sponsorship opportunities.

PAYMENT

Payment is required before a sponsor's participation in any event. Payments are made per event, quarterly (for events within that quarter), or in one installment. Payment is accepted via cash, check, or credit card. Checks are made payable for the City of Laguna Hills. Credit cards are subject to a 3.15% fee. Partners who sponsor 3 or more events will be eligible for a 10% discount.

LOGOS

Logos are due at the time of registration or no later than one month before the event unless otherwise specified.

Please email a high-resolution PNG or JPG image to jcardenas@lagunahillsca.gov if applicable.

SPONSORSHIP APPLICATION

Please complete and return to:
Jessica Cardenas - jcardenas@lagunahillsca.gov
-or-

Laguna Hills Community Center
25555 Alicia Parkway, Laguna Hills CA 92653

DADDY DAUGHTER DINNER DANCE

- Title Sponsor \$500
- Event Sponsor \$300
- Supporting Sponsor \$150

HARVEST IN THE HILLS

- Title Sponsor \$1,000
- Event Sponsor \$500
- Supporting Sponsor \$250

HOPPIN' HILLS

- Title Sponsor \$500
- Event Sponsor \$250

BREAKFAST WITH SANTA

- Title Sponsor \$500
- Event Sponsor \$300
- Supporting Sponsor \$150

MOVIES IN THE PARK

- Title Sponsor \$750
- Event Sponsor \$500
- Supporting Sponsor \$250

TREE LIGHTING CEREMONY

- Presenting Sponsor \$5,000
- Event Sponsor \$500
- Supporting Sponsor \$150

SUMMER CONCERT SERIES

- Title Sponsor \$2,000
- Event Sponsor \$1,000
- Supporting Sponsor \$500

HOLIDAY DANCE EXTRAVAGANZA

- Title Sponsor \$500
- Event Sponsor \$300
- Supporting Sponsor \$150

4TH OF JULY CELEBRATION

- Title Sponsor \$10,000
- Event Sponsor \$5,000
- Supporting Sponsor \$1,000

ROOTED VOLUNTEER EVENTS

- Title Sponsor \$500
- Event Sponsor \$300
- Supporting Sponsor \$150

SPONSORSHIP APPLICATION CONT.

Please complete and return to:
Jessica Cardenas - jcardenas@lagunahillsca.gov
-or-
Laguna Hills Community Center
25555 Alicia Parkway, Laguna Hills CA 92653

COMPANY NAME (as it should appear in marketing materials):

CONTACT PERSON: _____

TITLE: _____

MAILING ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

PHONE: _____

EMAIL: _____

Please select your payment option:

Cash/Check (made payable to City of Laguna Hills)

Credit Card (circle one)

VISA

MASTERCARD

AMERICAN EXPRESS

DISCOVER

Name as shown on card: _____

Credit card #: _____

Expiration Date: _____

CVC Code: _____



**THANK YOU FOR
YOUR SUPPORT**



LAGUNAHILLS.CA.GOV