



# 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.

# 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)



# 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



# 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  
(4 movies)

Summer movie series with a feature film and family fun.

## **Title Sponsor (\$1,000)**

- Booth opportunity at all 4 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 4 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  
(4 concerts)



Concerts in the park featuring great bands and family fun.

## **Title Sponsor (\$3,000)**

- 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 (\$1,500)**

- 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 all 4 concerts

## **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 all 4 concerts



# 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
- 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



# HERITAGE DAY



Estimated Attendance: 2,000

Community festival celebrating Laguna Hills' past, present, and future

## **Title Sponsor (\$5,000)**

- Swag bag marketing opportunity
- 2 minute speaking opportunity at event
- Sponsor booth at event (1 table and 2 chairs)
- VIP parking at event (2 cars)
- "Thank You" announcement during event
- Logo on marketing materials
- Company logo and sponsorship level in press release
- Logo and sponsorship level on event banner

## **Event Sponsor (\$2,500)**

- 30 second speaking opportunity at event
- Sponsor booth at event (1 table and 2 chairs)
- VIP parking at event (1 car)
- "Thank You" announcement during event
- Logo on marketing materials
- Company logo and sponsorship level in press release

## **Supporting Sponsor (\$1,000)**

- "Thank You" announcement during event
- Company name in press release

# HOLIDAY EVENT SERIES

Estimated Attendance: 1,000 (for all events)



## **Title Sponsor (\$500)**

- Company logo and name on banners displayed at event
- Company logo on marketing materials (website, flyers, social media, press releases)
- Verbal recognition over sound system at event
- Flyers distributed at event
- Booth at Tree Lighting Ceremony (limited to first 3 sponsors)

## **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 Holland Gannon at [hgannon@lagunahillsca.gov](mailto:hgannon@lagunahillsca.gov) or (949) 707 - 2686 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 [hgannon@lagunahillsca.gov](mailto:hgannon@lagunahillsca.gov) if applicable.

# SPONSORSHIP APPLICATION

Please complete and return to:  
Holland Gannon - hgannon@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

## 4TH OF JULY CELEBRATION

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

## HOPPIN' HILLS

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

## HERITAGE DAY

- ☐ Title Sponsor \$5,000
- ☐ Event Sponsor \$2,500
- ☐ Supporting Sponsor \$1,000

## MOVIES IN THE PARK

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

## HOLIDAY EVENT SERIES

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

## SUMMER CONCERT SERIES

- ☐ Title Sponsor \$3,000
- ☐ Event Sponsor \$1,500
- ☐ Supporting Sponsor \$500

## ROOTED VOLUNTEER EVENTS

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

# SPONSORSHIP APPLICATION CONT.

Please complete and return to:  
Holland Gannon - hgannon@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**



[LAGUNAHILLSCA.GOV](http://LAGUNAHILLSCA.GOV)