FRIENDS OF LAKE FOREST PARKS & RECREATION FOUNDATION

2022 EVENT SPONSORSHIP & UNDERWRITING

FRED JACKSON GOLF CLASSIC

LAKE FOREST FESTIVAL & FIREWORKS

LAKE FOREST MUSIC FESTIVAL

TREE LIGHTING CEREMONY

LFPARKSANDREC.COM/FRIENDS-FOUNDATION

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ABOUT US

FRIENDS OF LAKE FOREST PARKS & RECREATION FOUNDATION MISSION STATEMENT:

To facilitate the growth, development, and improvement of the Lake Forest Parks and Recreation facilities and offerings within the community.

Lake Forest Parks and Recreation offers family-friendly events, beautiful parks, recreation facilities, and over 500 programs and activities to thousands of residents in the Lake Forest community.

Established in 2000 as a 501(c)(3) nonprofit organization, the Friends of Lake Forest Parks & Recreation Foundation (the "Friends") promotes excellence in our parks and recreation system by helping build and improve beautiful parks, organize and host community events and activities, and manage and execute philanthropic gifts relating to the parks and public spaces in Lake Forest.

The Friends is a volunteer-run organization that is not part of the city's government but works closely with the city's Parks and Recreation Department. Since 2000, the Friends has committed more than one million dollars in funding our mission of supporting Lake Forest Parks and Recreation, connecting our community and enriching lives. Additionally we help build beautiful parks, make improvements and expand recreational activities. The Friends' independent status gives us flexibility and latitude to execute our mission and the mission of our donors.

Support from corporate partners plays a critical role in helping the Friends reach our goal of enhancing the lives of Lake Forest residents.

LAKE FOREST PARKS & RECREATION MARKETING SNAPSHOT

FACEBOOK FOLLOWERS
2,500+

INSTAGRAM FOLLOWERS
1,100+

EMAIL SUBSCRIBERS
5,000+

WEBSITE VIEWS (ANNUAL)
110,700+

SEASONAL PROGRAM GUIDE
30,000+
COPIES DISTRIBUTED & AVAILABLE ONLINE

TO SUPPORT, PLEASE CONTACT JOE MOBILE AT: MOBILEJ@CITYOFLAKEFOREST.COM

VISIT OUR WEBSITE TO LEARN MORE ABOUT THE FOUNDATION: LFPARKSANDREC.COM/FRIENDS-FOUNDATION

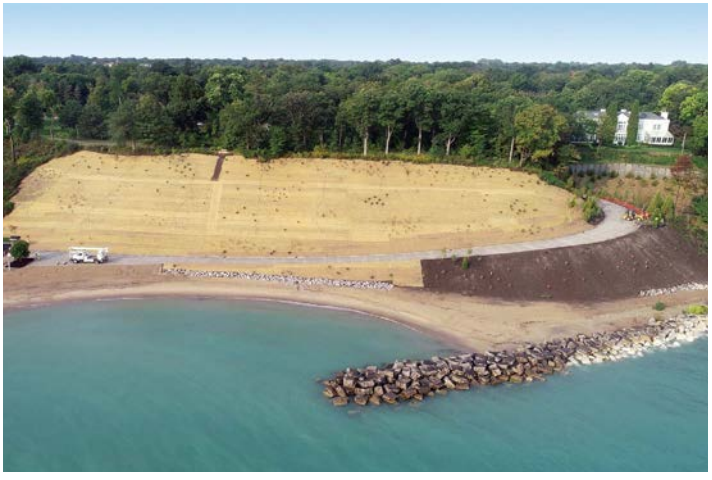
PURPOSE

THE FRIENDS FOUNDATION'S PURPOSE IS TO:

- Identify and promote philanthropic opportunities for community members to support via donations that are focused on parks and recreation facilities and activities. We recently participated in creating the 10-year Strategic Master Plan for the City of Lake Forest Parks and Recreation Department.
- Raise money via donations and community events such as the Fred Jackson Golf Classic, Lake Forest Festival & Fireworks, Lake Forest Music Festival, and the Annual Tree Lighting Ceremony to fund various programs for the Parks and Recreation Department.
- Support families with financial limitations.
- Promote the Lake Forest Parks and Recreation Department and our city's beautiful natural environment through activities that boost awareness and connect the community.
- Facilitate philanthropic donations within the community, as a pass-through entity.

Lake Forest Festival & Fireworks

Malin Field



North Beach Bluff & Road Restoration Project

ACCOMPLISHMENTS

OUR MANY ACCOMPLISHMENTS INCLUDE:

The Friends Foundation has been an integral part of the Deerpath Golf Course Renovation Project. The City of Lake Forest began renovating the Deerpath Golf Course in 2016 with improvements to the club house and patio, installation of a continuous paved cart path, drainage, and tree work. Additionally, the Friends Foundation funded a new comfort station and golf cart fleet. The Lawn at Deerpath, a world-class short game/putting area, will debut this spring.

In addition to our work at Deerpath Golf Course, the Friends Foundation has impacted all facets of our community with a wide variety of projects including the following:

- Provide funding for need-based program scholarships and grants for Kinderhaven teacher professional development
- Raised funds to purchase the first-ever, state-of-the-art Fire & Rescue Boat for use at Lake Forest lakefront and beach
- Managed the memorial donations received on behalf of Steven Malin, Jr. to create Malin Field at Everett Park
- Built a basketball court at Waveland Park in memory of Daniel Jaekel
- Raised funds to build the Townline Park Pavilion
- Purchased sailboats for our #1 rated Lake Forest Sailing Program
- Built the Matthew Parsky Memorial Garden at Deerpath Community Park
- Sponsored the Junior Olympic Sailing Regatta
- Built the Kreisher Memorial Batting Cage at Deerpath Community Park
- Managed donations for the North Beach Bluff Restoration Project
- Created several Friends signature fundraising events including the Annual Fred Jackson Golf Classic, Lake Forest Festival & Fireworks, Lake Forest Music Festival, and the Annual Tree Lighting Ceremony

Deerpath Golf Course Renovation Project

Fire & Rescue Boat

FRED JACKSON GOLF CLASSIC
FRIDAY, JUNE 3, 2022
DEERPATH GOLF COURSE

The Fred Jackson Golf Classic is one of the major annual fundraisers for the Friends Foundation. More than 120 golfers enjoy a round of golf, lunch with beverages, awards, player gift, and presentation of the Mayor's Cup to the winner.

Individual golf outing sponsorships available - see page 11.

SPONSORSHIP COMMITMENT DATE: MAY 1, 2022

LAKE FOREST FESTIVAL & FIREWORKS

MONDAY, JULY 4, 2022

DEERPATH COMMUNITY PARK

TOMMY DECARLO, SINGER OF BOSTON, AND RUDY CARDENAS, OF AMERICAN IDOL, PERFORM THE CLASSIC HITS OF BOSTON & JOURNEY

The annual Lake Forest Festival and Fireworks has become a 4th of July tradition bringing together approximately 10,000 spectators from the Chicagoland area. This is a family event with games, entertainment, food, beverages, and the best fireworks display on the North Shore. Over the years, guests have been entertained by Eddie Money, The Village People, KC and the Sunshine Band, Rick Springfield, Kenny Loggins, Dennis DeYoung, 10,000 Maniacs, Big Head Todd and the Monsters, Wynonna Judd, 16 Candles, and Lou Gramm.

SPONSORSHIP COMMITMENT DATE: MAY 15, 2022

SPONSORSHIP OPPORTUNITIES

LAKE FOREST MUSIC FESTIVAL
SATURDAY, AUGUST 20, 2022
CITY HALL PARKING LOT

HEADLINER: MADDIE AND TAE
BRUCE IN THE USA
BRASS BUCKLE
BLACKBERRY JAM CHICAGO
AND MORE

The inaugural 2021 Lake Forest Music Festival welcomed more than 3,000 attendees! Two stages with six bands performed at our end-of-the-summer bash. The event included food vendors, beverages (including the wildly popular "all you can drink" souvenir cup and bourbon tastings), kids' activities, and fun for all ages. For 2022, we look forward to another great lineup of bands, food, beverages, and a fun-filled event for families in the community!

SPONSORSHIP COMMITMENT DATE: JULY 1, 2022

SPONSORSHIP OPPORTUNITIES

LAKE FOREST TREE LIGHTING CEREMONY
FRIDAY, NOVEMBER 25, 2022
MARKET SQUARE

Lake Forest's Annual Tree Lighting Ceremony is a must-see event. In its 38th year, this beloved event has become a holiday tradition for Lake Forest families! Enjoy an afternoon and evening of live entertainment, warm drinks, LFHS choristers singing carols, Lake Forest Dance Academy's infamous Rockette style dancers, and visits with Santa!

In addition to the central business district and Market Square holiday decorations, eight Lake Forest community and neighborhood parks are decorated with holiday trees and lights, which are illuminated for the entire season.

SPONSORSHIP COMMITMENT DATE: OCTOBER 1, 2022

SPONSORSHIP LEVELS

Sponsorship provides a unique opportunity for a corporation, foundation, local business, or individual to create favorable brand recognition as a supporter within our community.

LEVEL	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
	$100,000	$50,000	$25,000	$10,000	$5,000
MULTIPLE BANNERS AROUND VENUES (FESTIVAL & FIREWORKS AND MUSIC FESTIVAL)	✓				
RECOGNITION AS PRESENTING SPONSOR AT HEADLINER CONCERTS	✓				
PREMIUM ENTRANCE & STAGE SIGNAGE	✓	✓			
AD DISPLAYED ON JUMBOTRON AT FESTIVAL & FIREWORKS	✓	✓	✓		
SOCIAL MEDIA MENTIONS/TAGS	✓	✓	✓	✓	
ENTRANCE AND STAGE SIGNAGE	-	-	✓	✓	✓
VIP EXPERIENCE FOR GUESTS INCLUDING ADMISSION, CATERED FOOD, BEVERAGES, AND EARLY ACCESS: • FRED JACKSON GOLF OUTING • FESTIVAL AND FIREWORKS • LAKE FOREST MUSIC FESTIVAL	# OF GUESTS: 12 200 200	# OF GUESTS: 8 100 100	# OF GUESTS: 4 50 50	# OF GUESTS: 4 25 25	# OF GUESTS: 4 10 10
VIP PARKING PASSES (FESTIVAL & FIREWORKS AND MUSIC FESTIVAL)	20	10	5	2	1
LOGO INCLUDED IN EVENT MARKETING / ADS INCLUDING THE LAKE FORESTER, COMMUNITY NEWSPAPER ADS, COMMUNITY MESSAGE BOARDS, E-NEWSLETTERS, AND ONLINE COMMUNICATIONS FOR ALL EVENTS	✓	✓	✓	✓	✓
LOGO INCLUDED IN LAKE FOREST PARKS & RECREATION E-NEWSLETTERS	✓	✓	✓	✓	✓
LOGO INCLUDED ON LAKE FOREST PARKS & RECREATION WEBSITE	✓	✓	✓	✓	✓
EARLY ACCESS FOR GUESTS (FESTIVAL & FIREWORKS AND MUSIC FESTIVAL)	✓	✓	✓	✓	✓

UNDERWRITING OPPORTUNITIES

ADDITIONAL OPPORTUNITIES INCLUDE THE FOLLOWING:

GOLF CLASSIC SPONSOR $300 - $5,000:
- Hole Sponsor: $300 Par Sponsor: $1000, Birdie Sponsor: $1500, Eagle Sponsor: $5000.

FIREWORKS SPONSOR $25,000:
- Gold sponsorship recognition plus special recognition for the fireworks display.

COMFORT STATION SPONSOR $10,000:
- Silver sponsor recognition plus special signage on all comfort stations (crowd favorite) at Lake Forest Festival & Fireworks or Lake Forest Music Festival.

LIGHT UP THE TREE SPONSOR $10,000:
- Silver sponsor recognition plus at Tree Lighting Ceremony and you or your designees illuminate the tree in Market Square.

FOOD OR BEVERAGE AREA SPONSOR $5,000 EACH:
- Silver sponsor recognition plus special signage in and around food or beverage area at Lake Forest Festival & Fireworks or Lake Forest Music Festival.

JULY 4TH JUMBOTRON SPONSOR $7,500:
- Company logo displayed on 2 jumbotrons during breaks, plus the opportunity to play video advertisement/commercial.

KIDS' AREA SPONSOR $5,000:
- Bronze sponsor recognition plus special signage in kids' area (inflatables, games etc.) at Lake Forest Festival & Fireworks or Lake Forest Music Festival.

SANTA'S ENTRANCE AT TREE LIGHTING CEREMONY $5,000:
- Recognition as Santa arrives in his "sleigh". You or your designees ride along with Santa as he enters Market Square.

BEVERAGE CUP SPONSOR $5,000:
- Bronze sponsor recognition plus your logo on beverage cups at Lake Forest Festival & Fireworks or Lake Forest Music Festival.

ICE SCULPTURE SPONSOR $2,500:
- Your logo on Tree Lighting Ceremony marketing materials and communications and on the ice sculpture at the Tree Lighting Ceremony.

BALLOON ARCH SPONSOR $1,000:
- Recognition and your logo at the balloon arch display at Fred Jackson Golf Outing, Lake Forest Festival & Fireworks, Lake Forest Music Festival, or Tree Lighting Ceremony.

SEE NEXT PAGE FOR MORE OPPORTUNITIES TO SUPPORT
LAKE FOREST PARKS & RECREATION RECREATION PROGRAMS

IMMEDIATE FUNDING OPPORTUNITIES

ITEM	COST	ITEM	COST
Recreation Office Relocation Project	$250,000	Dance/Fitness Studio Sound Systems	$10,000
Sailboat Compound Expansion	$65,000	Everett Classroom Furniture	$10,000
Rec Gym Bleachers	$60,000	Kinderhaven Classroom Furniture	$6,000
Sailing Instructional Boat/Trailer (2)	$50,000	Pitching Machine	$6,000
Fitness Ellipticals	$45,000	Wildlife Disc. Center Traveling Exhibit Cages	$5,000
Disc Golf Course - Northcroft Park	$25,000	Wildlife Disc. Center Radio Telemetry Equipment	$5,000
Rec Gym Basketball Hoops	$25,000	Stirling Hall Raku Kiln	$5,000
Wildlife Discovery Center Viewing Deck	$20,000	Baseball House Leagues Equipment	$5,000
Stirling Hall Gas Kiln	$20,000	Kinderhaven Program Equipment	$5,000
Tackle Football Equipment	$15,000	Outdoor Batting Cage Netting	$5,000
Fitness Recumbent Bikes	$15,000	Stirling Hall Electric Kiln	$4,000
Wildlife Discovery Center Indoor Exhibits	$15,000	Stirling Hall Pottery Wheels	$4,000
Rec Gym Acoustic Improvements	$12,000	Fitness Group Exercise Equipment	$3,000
Dance Marley Floor Replacement	$12,000	Stirling Hall Art Equipment	$3,000

FOUNDATION BOARD

BOARD MEMBERS
Jackie Greca - President
Nicole Fabiano-Oertel - Vice-President
Bill Gundlach - Treasurer
Shawn Trevino - Secretary

Rick Amos
Scott Gray
Pat Hoch
Fred Jackson
Mike MacDougal
Steve Malin
John Oertel
PJ O'Neil
Agatha Weisser
Joe Mobile - Parks & Recreation Staff
Sally Swarthout - Parks & Recreation Staff

AMBASSADORS
Ara Goshgarian, Mary Kay Jaekel, and Patrick Marshall

TO SUPPORT, PLEASE CONTACT: JOE MOBILE AT 847.810.3941, MOBILEJ@CITYOFLAKEFOREST.COM

FRIENDS OF LAKE FOREST PARKS & RECREATION FOUNDATION
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