



# Sponsorship Opportunities

## LAKE FOREST

PARKS AND



RECREATION



# Marketing Snapshot



2,800+ FOLLOWERS

FACEBOOK YEARLY REACH

57,200+



1,400+ FOLLOWERS

INSTAGRAM YEARLY REACH

20,600+



64%+ OPENING RATE

EMAIL SUBSCRIBERS

10,200+

ANNUAL WEBSITE VIEWS

120,000+

SEASONAL PROGRAM GUIDE

30,000+

COPIES DISTRIBUTED & AVAILABLE ONLINE

Each year, Lake Forest Parks and Recreation offers family-friendly events, programs, and activities to thousands of residents in the Lake Forest community. From advertising space in our program guides or on our website to sponsorship at special events or youth athletics, we connect with local businesses and organizations to provide our community with exciting and fun opportunities.

## OUR MISSION STATEMENT

The Lake Forest Parks & Recreation Department is committed to providing residents of all ages positive experiences through a variety of high quality programs, activities, and services under the direction of professional and dedicated staff.



# Program Guide Advertising



Our full-color recreation program guide is published three times per year and includes information about our community events, programs, facilities, and more! The guide offers limited advertising space and is an excellent opportunity for local businesses to reach thousands of potential customers in Lake Forest and surrounding areas.

## CIRCULATION:

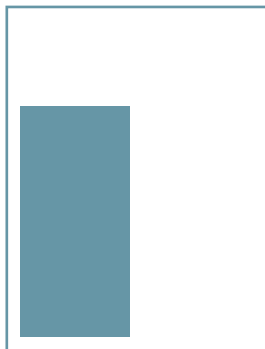
- 30,000 printed
- 28,500 mailed to households in Lake Forest, Lake Bluff, Highland Park, and surrounding areas
- 1,500 distributed in the recreation center, City Hall, Municipal Services, and at special events
- Online at [www.LFParksandRec.com](http://www.LFParksandRec.com)

## AD PLACEMENT:

Space is limited, contact **Kristin Elliott** at [elliottk@cityoflakeforest.com](mailto:elliottk@cityoflakeforest.com) for more information.

## AD FORMAT:

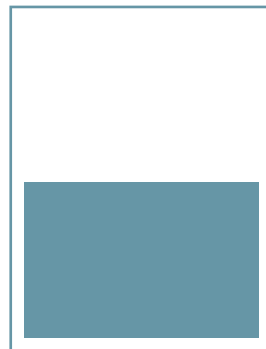
Artwork should be full color, CMYK, 300 dpi, high quality PDF. No crop marks. Fonts should be outlined. Submit print ready artwork to **Thais O'Malley** at [omalleyt@cityoflakeforest.com](mailto:omalleyt@cityoflakeforest.com).



### HALF PAGE AD BACK COVER

Full Page Bleed:  
8.625" x 11"

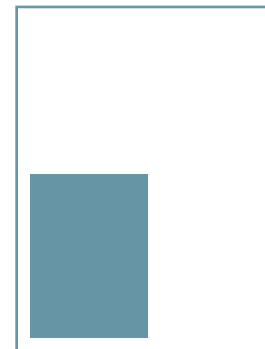
Live Print Area:  
3.65" x 7"



### HALF PAGE AD

Half Page Bleed:  
8.625" x 5.5"

Live Print Area:  
7.375" x 4.75"



### QUARTER PAGE AD

Quarter Page Bleed:  
4.25" x 5.5"

Live Print Area:  
3.5625" x 4.75"

GUIDE SEASON	DATES COVERED	COMMITMENT BY	ARTWORK DUE	PUBLICATION DATE
Fall	September - December	May 5	May 15	Mid July
Winter/Spring	January - May	October 1	October 15	Mid November
Summer	June - August	January 1	January 15	Mid February

AD SIZE	SINGLE ISSUE	TWO ISSUES	THREE ISSUES
Back Cover - 2 available per issue	\$1000	\$1800	\$2700
Half Page Ad - 1 available per issue	\$800	\$1440	\$2160
Quarter Page Ad - 2 available per issue	\$600	\$1080	\$1620

# Community Events



**\$1000 INVESTMENT**

**LARGER COMMUNITY EVENTS, WITH HIGHER NUMBER OF ATTENDANCE AND EXPOSURE.**

## **SPONSOR BENEFITS INCLUDE:**

- **Company logo/name on all event marketing materials and next to event listing in program guide**
- **Sponsor recognized in social media posts and promotions, email blasts, and event listing on our website [www.LFParksandRec.com](http://www.LFParksandRec.com)**
- **Sponsor recognized & thanked during announcements at the event**
- **Invitation to set-up a display booth at the event. Sponsors must provide own tents, tables, chairs, etc.**

*Note: Please contact us approximately three months before the event you would like to sponsor so we can include your business in all marketing materials!*

## **CONCERT IN THE SQUARE - CLASSIC CAR SHOW**

### **JULY • MARKET SQUARE**

Featuring live music, the Market Square Car Show features an atmosphere unlike any other. Walk amongst an eclectic blend of automobiles featuring everything from concours winning classic showpieces to daily driven contemporary vehicles.

## **CONCERTS IN THE PARKS**

### **JUNE, JULY & AUGUST • LAKE FOREST PARKS**

Enjoy summer with free live music in our neighborhood parks! Music, and fun for the whole family.

## **CONCERTS IN THE SQUARE**

### **JUNE & JULY • MARKET SQUARE**

Kick off your summer with free live music in the square on Thursday evenings in June and July! Music, food, and fun for the whole family.

## **B BASH BASEBALL TOURNAMENT**

### **MOTHER'S DAY WEEKEND • LAKE FOREST PARKS & DIAMONDS**

Lake County's premier B level tournament held Mother's Day weekend each year features approximately 50 teams competing from all over the state. This is a 4 day event beginning on Thursday and culminating with championship games on Sunday. Games are held in 6 parks throughout Lake Forest on 10-12 diamonds during the tournament.

# Community Events



**\$500 INVESTMENT**

**TRADITIONAL COMMUNITY EVENTS, WITH HIGH NUMBER OF ATTENDANCE AND EXPOSURE.**

## **SPONSOR BENEFITS INCLUDE:**

- **Company logo/name on all event marketing materials and next to event listing in program guide**
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*Note: Please contact us approximately three months before the event you would like to sponsor so we can include your business in all marketing materials!*

## **EGG HUNT EGGSTRAVAGANZA**

**APRIL • DEER PATH MIDDLE SCHOOL YARD**

Enjoy a wonderful opportunity for family fun and entertainment at our annual Egg Hunt Eggstravaganza. Don't forget to bring your baskets! This event is free, but registration is required.

## **LAKE FOREST DAY 5K FUN RUN/WALK**

**AUGUST • LOCATION TBD**

Start your day with a run through our beautiful Lake Forest neighborhoods. Refreshments and a raffle for all registered participants will be waiting at the finish line. Individuals or entire families – everyone is invited to join in one of Lake Forest Day's best traditions!

## **HALLOWEEN TRICKS & TREATS**

**OCTOBER • LAKE FOREST PARKS & RECREATION**

Spend Halloween at the Recreation Center. Age appropriate activities will provide plenty of fun for Lake Forest preschoolers through 3rd graders and parents.

## **SANTA'S DRIVE-THRU VISIT**

**DECEMBER • DICKINSON HALL**

Take a magical drive to Dickinson Hall to visit with Santa at the North Pole! Santa and his elves will be on site to spread the Christmas cheer. Goodie bags will be provided for all the kids. Bring the entire family out to celebrate the Christmas season!

# Community Events



**\$250 INVESTMENT**

**TRADITIONAL COMMUNITY EVENTS, WITH LIMITED NUMBER OF ATTENDANCE AND EXPOSURE.**

## **SPONSOR BENEFITS INCLUDE:**

- **Company logo/name on all event marketing materials and next to event listing in program guide**
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*Note: Please contact us approximately three months before the event you would like to sponsor so we can include your business in all marketing materials!*

## **MOTHER & SON PANCAKE BREAKFAST**

### **MARCH • LAKE FOREST RECREATION CENTER**

Who doesn't love a little flannel and flapjacks? We encourage all mothers and their little lumberjack(s) to put on their flannels and come on out for a pancake breakfast. Participants will enjoy lumberjack themed activities, crafts, and a hearty breakfast. Registration includes both mother and son.

## **DADDY DAUGHTER DANCE**

### **MARCH • THEME & LOCATION CHANGES YEARLY**

Come on out and have an exciting time at our annual Daddy Daughter Dance. A new theme every year guarantees a unique night of fun and entertainment! Put on your dancing shoes and bring along some good energy for an energetic night of fun! Snacks, goody bags, photo ops, balloon drops and more.

## **YOU GOT EGGED**

### **MARCH • LAKE FOREST HOUSEHOLDS**

The Bunny will come for a visit, drop 24 eggs, and provide a fun impromptu egg hunt for you and your family. Registered participants will be contacted and notified of the approximate time the Bunny will come by.

# Community Events



**\$250 INVESTMENT**

**TRADITIONAL COMMUNITY EVENTS, WITH LIMITED NUMBER OF ATTENDANCE AND EXPOSURE.**

## **FAMILY DRIVE-IN MOVIE NIGHT**

**MAY • SOUTH DEER PATH MIDDLE SCHOOL PARKING LOT**

Drive up and enjoy a night out with the family. The South Deerpath Middle School parking lot will be transformed into a drive-in theatre. Movie theater refreshments available for purchase.

## **HAUNTED TRAIL WALK**

**OCTOBER • NORTHCROFT PARK**

Prepare to be spooked on a self-guided walk through the haunted forest from Northcroft Park to Stirling Hall. Creepy creatures, spooky sounds, or scary sights will be lurking behind every corner. Dress for the weather and bring a flashlight if you dare.

## **COCOA WITH THE CLAUS'S**

**DECEMBER • DICKINSON HALL**

Save the date for Cocoa with the Claus's! Dickinson Hall will be transformed into Santa's Workshop for teddy bear stuffing, hot cocoa sipping, and visiting with Santa!

## **STIRLING HALL ART SALE**

**DECEMBER • STIRLING HALL ART CENTER**

Don't miss this great opportunity to purchase hand-crafted gifts during the holiday season. A portion of all sales helps support the art center. Come on out and show your support!

**TO SPONSOR COMMUNITY EVENTS, CONTACT JOHN ELDRIDGE  
AT 847-810-3940 OR ELDRIDGJ@CITYOFLAKEFOREST.COM**

# Lake Forest Athletics



## ABOUT LAKE FOREST ATHLETICS

In addition to sponsoring their well-attended events, opportunities exist within the Youth Athletics Programs to be a team sponsor in the following sports: flag football, boys/girls basketball, boys baseball, and girls softball. Your business name will be placed on the back of team shirts. All funds received help offset the cost of team clothing and equipment.

## SPONSOR BENEFITS INCLUDE:

- Company logo/name on all event marketing materials
- Sponsor recognized in social media posts and promotions
- Sponsor recognized in email blasts
- Sponsor recognized in event listing on [www.LFParksandRec.com](http://www.LFParksandRec.com)
- Sponsor recognized in program schedule
- **TEAM SPONSORSHIPS** include company's name on the back of your team shirts



\$150

## ALL STAR FESTIVALS

### FEBRUARY & APRIL • BASKETBALL & BASEBALL

These annual 1 day event days will be featured in our House League Basketball and Baseball programs. The Basketball All Star Festival will be held in February and the Baseball All Star Festival in April each year. Each festival will feature All Star games and special events such as; free throw, 2-ball, homerun derby, around the horn and golden arm competitions. The All Star Festivals are very well attended and a special day for the athletes and their families.

\$250

## TEAM SPONSORSHIPS

### FLAG FOOTBALL • BASKETBALL • BASEBALL • SOFTBALL

Become a youth sports team sponsor! Your support of an individual team (or multiple teams) will help offset apparel and equipment costs for those teams. Your company name will also be put on the back of that teams jerseys. Team sponsorships are available in Kindergarten through 8th Grade divisions.

\$500

## LEAGUE SPONSORSHIP

### FLAG FOOTBALL • BASKETBALL • BASEBALL • SOFTBALL

The foundation of LFRD programming are the house leagues of Baseball, Softball, Basketball and Flag Football. Each of these leagues can play host to roughly 200-300 kids and families and are conducted seasonally.



# Lake Forest Dance Academy



## ABOUT LAKE FOREST DANCE ACADEMY

Founded in 1974, Lake Forest Dance Academy is the most established dance studio in the area. They offer a variety of classes for all ages including tiny tots, tippy toes, ballet, pointe, modern, jazz, hip hop, and tap. Sponsorship opportunities are available for the following events.

### STARTING AT

**\$500**

### PERFORMANCE COMPANY SEASON SPONSOR

The performance company is a group of dancers ages 7-18 who are dedicated to the art of dance and their community. Your support helps to provide unique guest artist experiences.

- **Platinum Sponsor: \$500**
  1. Logo/Name on team t-shirt
  2. Sponsor recognized on website
  3. Logo/Name in show programs
  4. Sponsor recognized in social media posts

**\$175**

### Gold Sponsor: \$175

1. Sponsor recognized on website
2. Name in show programs
3. Sponsor recognized in social media posts

**\$200**

### HOLIDAY TOUR

#### DECEMBER

LFDA is committed to providing entertainment at various nursing home and assisted living facilities during the holiday season. Help us get there! Sponsorship helps offset transportation costs and provide performance supplies. Sponsor recognized in email and social media posts and Winter Dance Spectacular show program.

**\$250**

### PERFORMANCE COMPANY BENEFIT CONCERT

#### MARCH

This premiere performance highlights the work of the dance performance companies featuring local youth ages 10-18. Sponsorship includes recognition in the LFDA spring recital program and logo/name on spring recital t-shirt.

**\*Show program advertising opportunities available starting at \$50. Contact Valerie Gonzalez (below) for more information.**

TO SPONSOR LAKE FOREST DANCE ACADEMY, CONTACT VALERIE GONZALEZ  
AT 847-810-3948 OR GONZALEV@CITYOFLAKEFOREST.COM

# Lake Forest Sailing



## ABOUT LAKE FOREST SAILING

Lake Forest Sailing (LFS) offers sailing instruction for all ages and skill levels and is nationally recognized and sanctioned as an accredited training center by US Sailing. LFS was recognized in the past as the Best Community Sailing Program of the Year by U.S. Sailing and the Best Recreation Program of the Year from the Illinois Parks and Recreation Association. LFS hosts events throughout the season with high attendance of sailors and spectators.

## SPONSOR BENEFITS INCLUDE:

- Company logo/name on all event marketing materials
- Company name listed with event in program guide
- Sponsor recognized in social media posts and promotions
- Sponsor recognized in email blasts
- Sponsor recognized in event listing on [www.LFParksandRec.com](http://www.LFParksandRec.com)

**\$1000**

## US SAILING UPPER MIDWEST JUNIOR OLYMPIC SAILING REGATTA JULY • FOREST PARK BEACH

Lake Forest Sailing is hosting the US Sailing Upper Midwest Junior Olympic Sailing Festival! All green fleet, opti, laser and 420 sailors are invited to attend this professionally coached clinic/regatta.

**\$1000**

## HALLOWEEN REGATTA OCTOBER • FOREST PARK BEACH

The annual Halloween Spectacular regatta hosts youth sailors from all over the Midwest. The racing is competitive and so is the pumpkin carving and costume contest! If you are not a sailor this is still a great event to come spectate and see what competitive youth sailing is all about.

STARTING AT

**\$2500**

## DONATIONS FOR EQUIPMENT

Help the sailing program maintain the many fleets of instructional dinghies and safety coach boats. Donations for equipment can be directed towards your preference of equipment type. Branding can be applied to assets purchased with your donations.

# Friends Foundation



## FRIENDS OF LAKE FOREST PARKS & RECREATION FOUNDATION

The Friends of Lake Forest Parks & Recreation Foundation was established to promote excellence in our parks and recreation system by helping build and improve beautiful parks, organize and host community activities and manage and execute philanthropic gifts relating to the parks and public spaces in Lake Forest.

Their fundraising events bring friends, families, and the entire community together! Proceeds from these events help support the enhancement of Lake Forest Parks & Recreation Department's programs, services, facilities, and need-based activity scholarships for families in the community.



## FRED JACKSON GOLF CLASSIC

**1ST FRIDAY OF JUNE • DEERPATH GOLF COURSE**

The Fred Jackson Golf Classic is one of the major fundraisers for the Friends of Lake Forest Parks and Recreation Foundation. 120 golfers enjoy 18 holes of golf, lunch and beverages, awards and Mayor's Cup, player's gifts, and a silent auction.

## FESTIVAL & FIREWORKS

**JULY 4 • DEERPATH COMMUNITY PARK**

The annual Festival & Fireworks has become a 4th of July tradition in Lake Forest with around 10,000 spectators. This is a family event with games, entertainment, food and drinks, and one of the best firework displays on the North Shore.

## LAKE FOREST MUSIC FESTIVAL

**AUGUST • PARKING LOT BEHIND CITY HALL**

New to Lake Forest, enjoy an end of summer bash featuring live music, food, and fun for all ages!

## TREE LIGHTING CEREMONY

**FRIDAY AFTER THANKSGIVING • MARKET SQUARE**

The Tree Lighting Ceremony has become a traditional gathering of family, friends and visitors to the community. Thousands of attendees enjoy an evening of live entertainment, carolers, LFDA dancers, and Santa followed by the lighting of the Market Square Christmas tree.

TO SPONSOR FRIENDS FOUNDATION EVENTS, CONTACT JOE MOBILE  
AT 847-810-3941 OR [MOBILEJ@CITYOFLAKEFOREST.COM](mailto:MOBILEJ@CITYOFLAKEFOREST.COM)



# LAKE FOREST

PARKS AND



RECREATION

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