



Shop AND Dine

Lake FOREST MONTH

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS			
	Presenting \$5,000	Diamond \$2,000	Platinum \$1,000	Gold \$500
Acknowledgement on the Shop & Dine Lake Forest website and Chamber of Commerce website	√	√	√	√
Company logo in the Shop & Dine Lake Forest Month Coupon Booklet	√	√	√	√
Booth at the Taste of Lake Forest	√	√	√	√
Company logo on Shop & Dine Month posters	√	√	√	√
Certificate recognition by Lake Forest City Council	√	√	√	
Complimentary Taste of Lake Forest wristbands/tickets	30	20	15	10
“Boosted” (sponsored) Posts on Social Media (\$100 over two weeks on Facebook and Instagram)	√	√	√	
Company recognition during announcements	√	√	√	
Color ad in the Shop & Dine Month Coupon Booklet	Two Page	Full Page	Half Page	
Feature in the In Business Newsletter printed publication (sent to all business addresses in the City)	√	√	√	
Company recognition for Grand Prizes at Shop & Dine Month events	√	√	√	
Company logo advertised in the Taste of Lake Forest Commercial	√	√		
Company logo featured on Taste of Lake Forest wristbands/tickets	√	√		
Company logo featured on stage banner at the Taste of Lake Forest	√			
Half-page ad on the Taste of Lake Forest event map	√			
Preferred booth placement at the Taste of Lake Forest	√			

SPONSORSHIP BENEFITS

\$5,000 Presenting Sponsor - Limited to 2 companies

- Two-page color ad in the Shop & Dine Lake Forest Month Coupon Booklet mailed to over 31,000 addresses in Lake Forest
- Company logo identified with “presenting sponsor” on all promotional materials
- Half-page advertisement on Taste of Lake Forest event map (Saturday, September 28)
- Preferred booth placement at the Taste of Lake Forest
- Thirty (30) complimentary Taste of Lake Forest tickets (1 “taste” per ticket)
- **Plus benefits from the Diamond Sponsor Level**

\$2,000 Diamond Sponsor - Limited to 5 companies

- One-page color ad in the Shop & Dine Lake Forest Month Coupon Booklet mailed to over 31,000 addresses in Lake Forest
- Company logo included in the Taste of Lake Forest Commercial
- Company logo featured on the Taste of Lake Forest tickets/wristbands (Saturday, September 28)
- Twenty (20) complimentary Taste of Lake Forest tickets (1 “taste” per ticket)
- **Plus benefits from the Platinum Sponsor Level**

\$1,000 Platinum Sponsor - Limited to 6 companies

- Half-page color ad in the Shop & Dine Lake Forest Month Coupon Booklet mailed to over 31,000 addresses in Lake Forest
- Feature in the annual *In Business Newsletter* printed publication (sent to all commercial, industrial, office, and retail addresses in the City, more than 3,000 addresses)
- Portion of the contribution will be put towards the purchase of a grand prize with company acknowledgment
- “Boosted” (Sponsored) Posts on Social Media (\$100 over two weeks on Facebook and Instagram)
- Company recognition during announcements throughout the day at the Taste of Lake Forest (Saturday, September 28)
- Special certificate recognition at the October 15 City Council Meeting
- Fifteen (15) complimentary Taste of Lake Forest tickets (1 “taste” per ticket)
- **Plus benefits from the Gold Sponsor Level**

\$500 Gold Sponsor

- Company logo in the Shop & Dine Lake Forest Month Coupon Booklet mailed to over 31,000 addresses in Lake Forest
- Acknowledgement on the Shop & Dine Lake Forest and Chamber of Commerce websites
- Company logo on Shop & Dine posters displayed by participating businesses
- Exhibitor booth at the Taste of Lake Forest (Saturday, September 28)
- Ten (10) complimentary Taste of Lake Forest tickets (1 “taste” per ticket)



Shop and Dine LAKE FOREST MONTH SPONSOR APPLICATION



SEPTEMBER 1 –30, 2019

Business Must Be Located in Lake Forest (includes Foothill Ranch) and Must Have a Coupon Offer in the Shop & Dine Lake Forest Month Coupon Booklet.

Business Name: _____

Type of Establishment: _____

Applicant Name: _____ **Title:** _____

Business Address: _____

Email: _____ **Phone:** _____

Name of Contact for Day of the Event: _____

Title: _____ **Phone:** _____

Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> Presenting (\$5,000) | <input type="checkbox"/> Platinum (\$1,000) |
| <input type="checkbox"/> Diamond (\$2,000) | <input type="checkbox"/> Gold (\$500) |

As a sponsor, you will receive a booth at the Taste of Lake Forest (please refer to page 2 for details). Sponsors will be provided with a table, 2 chairs, and have the option to provide or rent a 10'x10' canopy. Please indicate below if you will provide your own canopy or need the City to provide one.

PLEASE CHECK ONLY ONE BOX:

- I will provide my own 10'x10' canopy.
- I need the City to provide a 10'x10' canopy for my business (For a \$25 rental fee).

In order to participate as a Shop & Dine Lake Forest Month Sponsor, you must submit this completed application form and the associated sponsorship fee. Payment must be made in the form of a check made out to "City of Lake Forest". Payment must be received within 10 days of application submission.