



Laguna Woods Village®

2019 SPONSORSHIP OPPORTUNITIES

Laguna Woods Village is a community of over 18,000 active seniors in Orange County that focuses on enjoying a recreational retirement.

Sponsorship is a great way for your business to gain exposure to our residents. Please find our 2019 event schedule enclosed for your review. We welcome your business to review the menu and partner with us to create a sponsorship package.

Early sponsorship registration helps us plan events appropriately and enhances programs for our residents. If you would like to participate as a 2019 sponsor, simply complete the enclosed form and return to the address listed. Submit your commitment form and payment at least 60 days prior to the event(s) of your choice for optimal exposure before and during the program.

Please call me with any questions or to discuss customized packages that target your marketing and advertising goals. I can be reached by phone at 949-597-4272 or by email at jacqueline.kupfert@vmsinc.org.

Sponsors have been a vital part of Laguna Woods Village's recreational activities in the past and we look forward to your support through 2019.

Jackie Kupfert
Administrative Coordinator
Laguna Woods Village
24351 El Toro Road
Laguna Woods, CA 92637

*SPONSORSHIP DOES NOT SIGNIFY GOLDEN RAIN
FOUNDATION ENDORSEMENT OF ANY PRODUCT OR SERVICE*

*YOUR DONATION TO THE GOLDEN RAIN FOUNDATION DOES NOT
QUALIFY AS A TAX DEDUCTIBLE CHARITABLE CONTRIBUTION*

2019 SPONSORSHIP LEVELS

Subject to change with notice

TITLE SPONSOR	OPPORTUNITY TO INCLUDE MULTI-BRANDS RECOGNITION IN PUBLICITY - EVENT FLYER, VILLAGE TV, NEWSPAPER, EMAIL BLAST AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT AND OPPORTUNITY TO SPEAK AT THE EVENT (MAXIMUM OF THREE MINUTES) INVITATION TO THE EVENT WITH RESERVED TABLE AND CHAIRS OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS AND DOOR PRIZES AT THE EVENT OPPORTUNITY TO SPONSOR AN ACTIVITY (AS APPLICABLE)	\$10,000 <i>INCLUDES 20 EVENTS</i>
DIAMOND SPONSOR	RECOGNITION IN PUBLICITY - EVENT FLYER, VILLAGE TV, EMAIL BLAST AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT AND OPPORTUNITY TO SPEAK AT THE EVENT (MAXIMUM OF THREE MINUTES) INVITATION TO THE EVENT WITH RESERVED TABLE AND CHAIRS OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS AND DOOR PRIZES AT THE EVENT OPPORTUNITY TO SPONSOR AN ACTIVITY (AS APPLICABLE)	\$5,000 <i>INCLUDES FIVE EVENTS</i>
PLATINUM SPONSOR	RECOGNITION IN PUBLICITY - EVENT FLYER, VILLAGE TV AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT INVITATION TO THE EVENT WITH RESERVED TABLE AND CHAIRS OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS AND DOOR PRIZES AT THE EVENT OPPORTUNITY TO SPONSOR AN ACTIVITY (AS APPLICABLE)	\$2,500 <i>INCLUDES THREE EVENTS</i>
GOLD SPONSOR	RECOGNITION IN PUBLICITY - EVENT FLYER, VILLAGE TV AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT INVITATION TO THE EVENT WITH RESERVED TABLE AND CHAIRS OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS AND DOOR PRIZES AT THE EVENT OPPORTUNITY TO SPONSOR AN ACTIVITY (AS APPLICABLE)	\$1,000 PER EVENT
SILVER SPONSOR	RECOGNITION ON EVENT FLYER AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT INVITATION TO THE EVENT WITH RESERVED TABLE AND CHAIRS OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS AND DOOR PRIZES AT THE EVENT OPPORTUNITY TO SPONSOR AN ACTIVITY (AS APPLICABLE)	\$500 PER EVENT
BRONZE SPONSOR	RECOGNITION ON EVENT FLYER AND EVENT PROGRAM (AS APPLICABLE) RECOGNITION AT THE EVENT	\$250 PER EVENT

***You may choose events by referencing the attached 2019 Special Events Listing**

CUSTOM PACKAGES ALSO AVAILABLE

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2019 SPONSORSHIP PACKAGES

Subject to change with notice

PERFORMING ARTS CENTER PACKAGE

INCLUDES ALL PERFORMING ARTS CENTER PERFORMANCES
RECOGNITION ON EVENT FLYERS
RECOGNITION AT FOUR PERFORMING ARTS EVENTS
OPPORTUNITY TO SPEAK AT FOUR EVENTS (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS (IN LOBBY)
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$3,000
INCLUDES
FOUR
EVENTS AND TWO (2)
TICKETS TO EACH
EVENT

EQUESTRIAN PACKAGE

INCLUDES ALL EQUESTRIAN EVENTS
RECOGNITION ON EVENT FLYERS
RECOGNITION AT ALL EQUESTRIAN EVENTS
OPPORTUNITY TO SPEAK AT ALL EVENTS (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$2,000
INCLUDES
FOUR
EVENTS

SATURDAY NIGHT DANCES SERIES PACKAGE

INCLUDES ALL SATURDAY NIGHT DANCES
RECOGNITION ON EVENT FLYERS
RECOGNITION AT ALL SATURDAY NIGHT DANCE EVENTS
OPPORTUNITY TO SPEAK AT DANCES (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$1,500
INCLUDES
FOUR
EVENTS

PATIO CONCERT SERIES PACKAGE

INCLUDES ALL PATIO PERFORMANCES
RECOGNITION ON EVENT FLYERS
RECOGNITION AT ALL PATIO CONCERT EVENTS
OPPORTUNITY TO SPEAK AT ALL PERFORMANCES (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$1,000
INCLUDES
THREE
EVENTS

OUTDOOR CONCERT PACKAGE

INCLUDES ALL OUTDOOR CONCERTS
RECOGNITION ON EVENT FLYERS
RECOGNITION AT ALL OUTDOOR CONCERT EVENTS
OPPORTUNITY TO SPEAK AT ALL CONCERTS (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$1,000
INCLUDES
TWO
EVENTS

TWILIGHT GOLF PACKAGE

INCLUDES ALL TWILIGHT GOLF TOURNAMENTS
RECOGNITION AT ALL TWILIGHT EVENTS
OPPORTUNITY TO SPEAK AT TWILIGHT TOURNAMENTS (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS ON A TEE
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$750
INCLUDES
THREE
EVENTS

VILLAGE BAZAAR SERIES PACKAGE

INCLUDES ALL VILLAGE BAZAARS
RECOGNITION ON EVENT FLYERS
RECOGNITION AT ALL BAZAAR EVENTS
OPPORTUNITY TO SPEAK AT BAZAARS (MAXIMUM OF THREE MINUTES)
INVITATION TO EVENTS WITH RESERVED TABLE AND CHAIRS
OPPORTUNITY TO PROVIDE PROMOTIONAL ITEMS

\$500
INCLUDES
TWO
EVENTS

2019 SPECIAL EVENTS LISTING

Event	Date	Description of Event	Average Attendance
Lunar New Year Celebration	January 27	Celebration of Chinese New Year	800
Valentine Dinner Dance	February 14	Formal dinner dance with live entertainment	150
St. Patrick's Day Dinner	March 17	Special event dinner, live music, no host bar	200
Health & Wellness Expo	March 21 and 22	Vendors, demos and lectures	500
Saturday Night Dance (#1 of 4)	March 23	Entertainment and cash bar	150
Village Bazaar (#1 of 2)	April 6	Flea market for residents to sell items	500
Celebrity Show Concert (#1 of 4)	April 6	Celebrity Show: A Night with the Flamingos (Two showtimes)	1000
Annual Village Games	April 8 – April 30	Residents compete in events; includes closing ceremony with Sponsor showcase	400
Easter at the Equestrian Center (#1 of 4)	April 20	Horse show, parade, pony rides, Easter egg hunt	500 Family Event
Art Affair	April 27	Residents showcase masterpieces; music; food, beer and wine	400
Saturday Night Dance (#2 of 4)	April 27	Entertainment and cash bar	150
Kentucky Derby Party	May 4	Lunch, Derby raffle, live Derby, hat competition	135
Cinco de Mayo	May 5	Dinner and entertainment. No host bar	130
Memorial Day Concert	May 27	The All-American Boys Chorus regales audience with a patriotic music concert	350
Patio Concert Series (#1 of 3)	June 6	Live music on back patio with dancing; food stand available and residents bring their own picnics	350
Twilight Golf Tournament (#1 of 3)	June 9	Couples 9 hole tournament and dinner	72
90's Luncheon	June 18	Catered lunch for residents over 90 years of age and their guests; resident is free; musician	300
Summer Horse Show (#2 of 4)	June 30	Horse show featuring Laguna Woods Village and the Norco Drill Team	350
Fourth of July Celebration-Outdoor Concert Series (#1 of 2)	July 4	Live music; fireworks; bounce house; arts and crafts; food trucks available and residents bring their own picnics	1500

Event	Date	Description of Event	Average Attendance
Celebrity Show Concert (#2 of 4)	July 6	Celebrity Show: Best of the 60s Dennis Tufano (Two showtimes)	1000
Twilight Golf Tournament (#2 of 3)	July 21	Couples 9-hole tournament and dinner	72
Play Day at the Equestrian Center (#3 of 4)	July 22	Fun competition for riders in lessons	150
Patio Concert Series (#2 of 3)	August 1	Live music on back patio with dancing; food stand available and residents bring their own picnics	350
Grandparent's Fun Day	August 3	Carnival games, arts, crafts, waterslides, bounce house, etc.	550 Family Event
Twilight Golf Tournament (#3 of 3)	August 11	Couples 9-hole tournament and dinner	72
Saturday Night Dance (#3 of 4)	August 24	Entertainment and cash bar	150
Patio Concert Series (#3 of 3)	September 5	Live music on back patio with dancing; food stand available and residents bring their own picnics	350
Outdoor Concert Series (#2 of 2)	September 28	Live music on lawn with dancing; food stand available and residents bring their own picnics	350+
Village Bazaar (#2 of 2)	October 5	Flea market for residents to sell items	500
Celebrity Show Concert (#3 of 4)	October 5	Celebrity Show: Rock 'n Roll Legends (Two showtimes)	1000
Harvest Hoedown (#4 of 4)	October 19	Country Western themed event; live music; food trucks; ponies, bounce house; bar	500
Saturday Night Dance (#4 of 4)	October 26	Entertainment and cash bar	150
Arts and Crafts Bonanza	November 2 and 3	Artists and artisans sell a variety of hand crafted pieces	2000
Veterans Day Program	November 11	Program to honor resident Veterans and local Marine Battalion	200
Volunteer Luncheon	December 6	Program and lunch to thank all the members who volunteer in Laguna Woods Village	430
Holiday Festival	December 7	Tree lighting; Santa arrival; performances; arts and crafts; snow!	350
Rockin' New Year's Eve Party	December 31	Live entertainment and dinner	400
Celebrity Show New Year's Eve Concert (#4 of 4)	December 31	Ricky Nelson remembered with Gunnar and Matthew Nelson, sons of Ricky Nelson (Two showtimes)	1000

