



Laguna Woods Village®

2020 SPONSORSHIP OPPORTUNITIES

Laguna Woods Village, a community of more than 18,000 active seniors in Orange County, focuses on helping residents enjoy a recreational retirement.

Sponsorship is a great way for your business to gain exposure with our residents. Please find our 2020 event schedule enclosed for your review. We encourage your business to review the schedule and welcome you to partner with us in creating 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 2020 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.

To discuss customized packages that target your marketing and advertising goals, please don't hesitate to call me at 949-597-4272 or email me at jacqueline.kupfert@vmsinc.org.

Sponsors are a vital part of Laguna Woods Village's exciting recreational activities. We look forward to your support throughout 2020.

Thank you for your time and consideration.

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

2020 SPONSORSHIP LEVELS

SUBJECT TO CHANGE WITH NOTICE

TITLE SPONSOR	<ul style="list-style-type: none"> • OPPORTUNITY TO INCLUDE MULTIPLE 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 INCLUDES 20 EVENTS
DIAMOND SPONSOR	<ul style="list-style-type: none"> • 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 INCLUDES FIVE EVENTS
PLATINUM SPONSOR	<ul style="list-style-type: none"> • 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 INCLUDES THREE EVENTS
GOLD SPONSOR	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Please reference the attached 2020 Special Events Listing to select events.

On-site sales and appointment settings are prohibited. Sponsors may collect contact information for future use.

2020 SPONSORSHIP PACKAGES

SUBJECT TO CHANGE WITH NOTICE

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

\$750
INCLUDES
TWO
EVENTS

SATURDAY NIGHT DANCE 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

\$750
INCLUDES
TWO
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

2020 SPECIAL EVENTS LISTING

Event	Date	Description of Event	Average Attendance
Lunar New Year Celebration	January 11	Lunar New Year Celebration is a colorful and exciting day and evening filled with Chinese food and traditional folk dances, music and songs	600
Oscar Night	February 9	Live streaming of the Oscars, champagne, mock awards and ceremony	NEW EVENT
Saturday Night Dance (No. 1 of 4)	February 22	Entertainment and cash bar	150
Performing Arts Center Concert	March 7	Featuring live performance by Frankie Avalon	500
Health & Wellness Expo	March 28	Vendors, demos and lectures	1000
Village Bazaar (No. 1 of 2)	April 4	Flea market for residents to sell items	500
Annual Village Games	April 6 to April 27	Residents compete in events; includes closing ceremony with sponsor showcase	300
Easter at the Equestrian Center (No. 1 of 2)	April 11	Horse show, parade, pony rides, Easter egg hunt	350 FAMILY EVENT
Saturday Night Dance (No. 2 of 4)	April 25	Entertainment and cash bar	150
Memorial Day Concert	May 25	The All-American Boys Chorus regales audience with a patriotic music concert	500
Patio Concert Series (No. 1 of 3)	June 4	Live music on back patio with dancing, food available for purchase, residents can bring their own picnics	350
Art Affair	June 6	Residents showcase masterpieces; music, food, beer and wine	400 PUBLIC EVENT
90s Luncheon	June 16	Catered lunch for residents older than 90 and their guests (resident is free); musician	320
Fourth of July Celebration-Outdoor Concert Series (No. 1 of 2)	July 4	Live music, fireworks, bounce house, arts and crafts, food trucks available, residents can bring their own picnics	1800 FAMILY EVENT
Grandparents' Fun Day	July 18	Indoor bounce house event featuring games, arts and crafts	400 FAMILY EVENT
Outdoor Concert Series (No. 2 of 2)	August 1	Symphony, food stand available, residents can bring their own picnics	300
Patio Concert Series (No. 2 of 3)	August 6	Live music on back patio with dancing, food available for purchase, residents can bring their own picnics	350
Patio Concert Series (No. 3 of 3)	September 3	Live music on back patio with dancing; food available for purchase, residents can bring their own picnics	350
International Festival	September 5	Includes Village clubs, international food, festivities and music	NEW EVENT

Event	Date	Description of Event	Average Attendance
Saturday Night Dance (No. 3 of 4)	September 26	Entertainment and cash bar	150
Village Bazaar (No. 2 of 2)	October 3	Flea market for residents to sell items	500
Saturday Night Dance (No. 4 of 4)	October 3	Entertainment and cash bar	150
Harvest Hoedown (No. 2 of 2)	October 24	Country/Western-themed event featuring live music, food trucks, bounce house and bar	300
Arts and Crafts Bonanza	November 7 and 8	Village artists and artisans sell a variety of handcrafted pieces	2000 PUBLIC EVENT
Veterans Day Program	November 11	Program to honor resident Veterans, with local Marine Battalion in attendance	200
Volunteer Luncheon	December 4	Program and lunch to thank all Village member volunteers	430
Holiday Festival	December 5	Tree lighting, Santa arrival, performances, arts and crafts, snow	350 FAMILY EVENT
Rockin' New Year's Eve	December 31	Live entertainment and dinner	400

2020 SPONSORSHIP COMMITMENT FORM

PLEASE SUBMIT FORM 60 DAYS PRIOR TO THE EVENT(S) OF YOUR CHOICE

BUSINESS NAME	
CONTACT PERSON	
STREET ADDRESS	
STATE, ZIP CODE	
BUSINESS PHONE	
CELL PHONE	
EMAIL	

EVENT(S) OR PACKAGES TO SPONSOR	LEVEL OR PACKAGE

PAYMENT OPTIONS: An invoice will be sent to the address listed above if needed or you may pay by check, made payable to Golden Rain Foundation (GRF). If you prefer to pay by credit card, please call 949-597-4272 or simply fill out the credit card payment box below.

Account Type	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover
Cardholder Name	_____			
Account Number	_____			
Expiration	_____			
CVV2 (three-digit number on back of Visa/MC, four digits on front of AMEX)	_____			
SIGNATURE	_____	DATE	_____	

I authorize Golden Rain Foundation of Laguna Woods to charge the credit card indicated on this form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

RETURN FORM TO

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

SIGNATURE

DATE