



Village of Lake Zurich SPONSORSHIP OPPORTUNITIES



WELCOME SPONSORS

The mission of the Village of Lake Zurich's special events is to provide a diverse program of experiences that enhance the already high quality of life in Lake Zurich while also generating exposure and foot traffic for local businesses and community organizations.

The Village of Lake Zurich is proud to offer a wide variety of special events throughout the year that help create a strong sense of community and foster civic pride among residents. These events are made possible through the generosity and support of businesses like yours.

Many local businesses recognize that Lake Zurich residents make up a significant portion of their customer base and are continually seeking meaningful ways to increase visibility within the community. With numerous events scheduled throughout the year, we offer flexible sponsorship opportunities that allow your business to select a package best suited to your marketing and advertising goals. Enclosed, please find a summary of our sponsorship opportunities along with a commitment form for Village of Lake Zurich event sponsorships. We welcome the opportunity to discuss customized packages tailored to meet your specific needs.

If you have any questions or would like to explore sponsorship options further, please contact Marisa Boynton with the Village of Lake Zurich Parks and Recreation Department by phone at 847.540.1752, by email at marisa.boynton@lakezurich.org, or by fax at 847.380.5471.

We are truly grateful for the continued support of our village events from both the local business community and event attendees. Sponsors have long played a vital role in the success of the Village of Lake Zurich's recreational activities, and we look forward to partnering with you for years to come.

Thank you again for your consideration.



Mayor

Tom Poynton

Village Trustees

Sujatha Bharadwaj, Jake Marx, William Riley,
Marc Spacone, Roger Sugrue, Greg Weider

Village Clerk

Kathleen Johnson

Village Manager

Ray Keller



1



Egg Hunt

March/April

Signature Event

Tailored for families with children ages 2–12, this beloved event features the Bunny hiding thousands of eggs throughout the park for a fun-filled community hunt.

Approximate Attendance
3,000+





2

Arbor Day Celebration April

Community Event

A hands-on day of environmental stewardship with tree planting, free compost and paper shredding, sapling giveaways, and a community park clean-up to keep Lake Zurich green and thriving.

Approximate Attendance
200+



3

**Farmers
Markets**
June-Sept.



Signature Event

The Lake Zurich Area Farmers Market at Paulus Park is a weekly summer tradition, running Fridays from mid-June through September, 3–7 pm, with 25+ vendors, live entertainment, and engaging activities for kids.

Approximate Attendance
1,000+ each market



4

**Live at the
Lake**
June/August



**MODERN DAY ROMEOS
FIREWORKS FINALE**

JUNE 6



**SIMPLY BILLY
SIMPLY ELTON**

AUGUST 8

Signature Event

Live at the Lake is an outdoor concert experience at Paulus Park Bandshell, bringing the community together for an evening of fantastic live music and summer fun. Set against the beautiful backdrop of Lake Zurich, this event offers a chance to relax, dance, and connect with friends and neighbors while enjoying top-notch performances. With great food, lively energy, and a welcoming atmosphere, Live at the Lake celebrates the best of music and community right here in Lake Zurich.

Approximate Attendance
1,000+ per occurrence





5



**Fourth of
July**
July



Premier Event

Hosted at Paulus Park, this high-attendance, daylong event combines live entertainment, family fun, food vendors, and a signature fireworks display over the lake.

Approximate Attendance
10,000+



6

Rock the Block September



Premier Event

Rock the Block transforms downtown Lake Zurich into a can't-miss street festival—three live bands, great food, and nonstop music that keeps the party going all night.

Approximate Attendance
8,000+



7

**Howl-O-
Ween**
October



Community Event

A spooktacular parade and pet expo celebrating four-legged friends in their Halloween best!

Approximate Attendance
300+





8



Miracle On Main Street December



Premier Event

A cherished downtown tradition, this family-friendly celebration launches the holiday season with a tree lighting ceremony, festive vendors, children's activities, and a visit from Santa—bringing the community together for a night of holiday cheer.

Approximate Attendance
4,000+



COUNT US IN!



Company Name :

Contact Person :

Address :

City/State/Zip Code :

Phone :

Email :

Return your completed sponsorship form to :

Marisa Boynton
Recreation Supervisor
Park & Recreation
Village of Lake Zurich
200 S. Rand Rd.
Lake Zurich, IL 60047

P : 847-540-1752
E : marisa.boynton@lakezurich.org
Please make checks payable to:
Village of Lake Zurich

Last Name

THANK YOU!

The Village of Lake Zurich would like to thank you in advance for supporting our signature event! Community events are made possible because of organizations like yours, we look forward to the opportunity to work with you!



Sponsorship Form

Select the Sponsorship Opportunity that Best Fits You

An early sponsorship commitment allows our community to plan impactful events while maximizing your brand's exposure. Please submit your commitment form and payment at least 90 days prior to your selected event(s).

COMMUNITY EVENTS

☐ Arbor Day \$ _____

☐ Howl-O-Ween \$ _____

Bronze \$250

Name listed in Park & Recreation brochure, mailed to over 7,000 households twice a year.

Silver \$500

Bronze benefits, plus logo placed on marketing materials, Village website and social media.

Gold \$750

Bronze and **Silver** benefits, plus listed in press releases and on-site presence at event(s).

SIGNATURE EVENTS

☐ Egg Hunt \$ _____

☐ Farmers Market \$ _____

☐ Live at the Lake \$ _____

Bronze \$500

Name listed in Park & Recreation brochure, mailed to over 7,000 households twice a year, logo placed on marketing materials, Village website, and social media.

Silver \$750

Bronze benefits, plus on site signage placement at event(s).

Gold \$1,500

Bronze and **Silver** benefits, plus listed in press releases and on-site presence at event(s).

PREMIER EVENTS

☐ Fourth of July \$ _____

☐ Rock the Block \$ _____

☐ Miracle on Main Street \$ _____

Silver \$1,000

Name listed in Park & Recreation brochure, mailed to over 7,000 households twice a year, logo placed on marketing materials, Village website, and social media.

Gold \$2,000

Bronze benefits, plus event banner logo placement.

Presenting \$3,000

Bronze and **Silver** benefits, plus listed in press releases and on-site presence at event(s).

Optional In-Kind Sponsorship Opportunities

Please identify the service(s) and/or item(s) being provided and their estimated value. Sponsorship benefits will be determined based on the in-kind value of the donation.

Service/item(s) : _____

Market Value : \$ _____ Event Name : _____