



## Sponsorship Opportunities

### Organization Overview

Lake Katherine Nature Center & Botanic Gardens is an 85-acre park that includes woodlands, prairie, wetlands, and a 10-acre lake. In 2014, Lake Katherine had 26,000 Nature Center visitors, 6,700 students participate in educational programs, 18,000 rental visitors, and an estimated 100,000 people use the park for hiking, wildlife watching, and other outdoor recreation. Additionally, the Cal Sag Bike trail was recently extended through Lake Katherine bringing even more visitors through the park.

The mission of Lake Katherine is to connect people with nature. By engaging the public with Lake Katherine and by applying current stewardship practices to this reclaimed land, we strive to create special events, educational programs and spaces that:

- ◆ invite human interaction with nature,
- ◆ offer opportunities to learn about the environment,
- ◆ expand participation in and knowledge of good ecological practices, and
- ◆ welcome recreation and reflection.

### Community Profile

Lake Katherine is a regional nature center and botanic garden located in Palos Heights, Illinois, a suburb of Chicago in northeastern Illinois. Key demographic features include:

- ◆ 96.8% homeownership rate
- ◆ The area is dominated by owner-occupied, single family homes ranging from modest to mansions
- ◆ 44.4% of the adult residents in the area have attended college, many with advanced degrees
- ◆ The median age is about 40
- ◆ The area boasts two country clubs, a tennis club, top public and private schools — including Trinity College, thriving businesses and chamber of commerce, and many active and effective community organizations
- ◆ Median household income is \$84,644

### Social, Electronic, and Print Media Reach

- ◆ Online hits each year at [www.lakekatherine.org](http://www.lakekatherine.org): 150,000+
- ◆ Social Media Reach (Facebook, Twitter, Instagram): 4,153
- ◆ E-newsletter: 1,758
- ◆ Print Media: Chicago Tribune, Chicago Sun-Times, Southtown Star, Palos Patch, The Regional News, Chicago Parent Magazine
- ◆ Featured on Windy City Live (Ch. 7), PHTV Ch. 4
- ◆ Other: Chicago Southlands Tourism and Visit Chicagoland



# SPONSORSHIP PACKAGES

## Break for the Lake 5K Race Sponsorship Package

Third annual 5K race through trails around Lake Katherine to be held on May 17, 2015. Over 250 runners participate with an additional 100 supporters at the race.

### Gold Level - \$500

- ◆ Identified as a main event sponsor / "headline" sponsor
- ◆ Sponsor logo placed on banner at race start
- ◆ Business profile article in Lake Katherine's e-newsletter
- ◆ Table space at event (before/after race)
- ◆ Business logo printed on race t-shirts
- ◆ Option to include business promotional items in gift bags for participants
- ◆ Listed on sponsor signage
- ◆ Included in event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 10% off Annual Event Sponsorship at Lake Katherine

### Silver Level - \$250

- ◆ Table space at event (before/after race)
- ◆ Business logo printed on race t-shirts
- ◆ Option to include business promotional items in gift bags for participants
- ◆ Listed on sponsor signage
- ◆ Included in event marketing (media releases, website, e-newsletter, social media sites)

### Bronze Level- \$100

- ◆ Listed on sponsor signage
- ◆ Option to include business promotional items in gift bags for participants
- ◆ Included in event marketing (media releases, website, e-newsletter, social media sites)

## Annual Sponsorship Package

Events included in the Annual Lake Katherine Sponsorship Package:

- Monarch Butterfly Festival, September 13, 2015 – Marquee Lake Katherine event; 4,000 attendees
- Fall Fishing Classic, October 10, 2015 – 25 attendees
- Family Fishing Classic, June 6, 2015 – 100 attendees

### Swan Level - \$1,000

- ◆ Premier logo placement on event signage
- ◆ Table space at the events
- ◆ Included in all event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 10 entrance passes to all events (limited to two each for Fishing Classics)
- ◆ 10% off Break for the Lake 5K Gold-level sponsorship

### Cardinal Level - \$500

- ◆ Table space at all events
- ◆ Second tier logo placement on event signage
- ◆ Included in all event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 5 entrance passes to all events (excluding for Fishing Classics)



## A La Carte Sponsorship Opportunities

### Monarch Butterfly Festival

Naming Festival Rights - \$5,000

- ◆ Large banner with logo at Lake Katherine entrance week of the event
- ◆ Premier logo placement on event signage
- ◆ Table space at event
- ◆ Included in all event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 10 entrance passes to all events (limited to two each for Fishing Classics).
- ◆ 10% off Break for the Lake 5K Gold-level sponsorship

Butterfly Tent Sponsor—\$1,500

- ◆ Banner with logo placed at tent entrance
- ◆ Table space at event
- ◆ Included in all event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 5 entrance passes to event

General Sponsor - \$300

- ◆ Table space at event
- ◆ Included on website marketing
- ◆ 5 entrance passes to event

### Fishing Event Sponsorships

Includes either Spring or Fall Fishing Classics, or Family Fishing Day

Naming Rights (per event) - \$1,000

- ◆ Large banner with logo at Lake Katherine entrance week of the event
- ◆ Premier logo placement on event signage
- ◆ Table space at event
- ◆ Included in all event marketing (media releases, website, e-newsletter, social media sites)
- ◆ 2 entrance passes to event
- ◆ 10% off Break for the Lake 5K Gold-level sponsorship

General Sponsorship (per event) - \$300

- ◆ Table space at event
- ◆ Included on website marketing

Questions? Please contact Kate Coughlin, Development Coordinator at 708-761-3055 or at [lake.development@lakekatherine.org](mailto:lake.development@lakekatherine.org).



# Sponsorship Form—2015 Events



Lake Katherine Nature Center is a tax-exempt 501(c)(3) charitable organization.

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

## Grow your business at Lake Katherine!

| Sponsorship Package                 | Level | Amount |
|-------------------------------------|-------|--------|
| Break for the Lake Package          |       |        |
| Annual Sponsorship Package          |       |        |
| Spring or Fall Fishing Classic Only |       |        |
| Family Fishing Day Only             |       |        |
| Monarch Butterfly Festival Only     |       |        |
| <b>TOTAL</b>                        |       |        |

## Payment Information:

We accept cash, check or credit card. Please mail or fax your payment to:

Bridget Provost, *Business Operations Coordinator*  
7402 W. Lake Katherine Dr.  
Palos Heights, IL 60463  
bridget.provost@lakekatherine.org  
Fax: 708-361-2978

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

VISA  MasterCard  Discover      Amount: \$ \_\_\_\_\_ Date: \_\_\_\_\_

Card #: \_\_\_\_\_ Signature: \_\_\_\_\_