

Why should you be a Partner?

As a City of Los Alamitos Recreation “My City ♥ My Los Al” partner, your organization will obtain tangible marketing benefits in return for your sponsorship investment. There are an array of sponsorship levels to choose from, which makes our partnership program an ideal marketing opportunity to create lasting relationships in the Los Alamitos Community. Through the generous contributions from companies and individuals such as yourselves, the City is able to continue to offer high quality events to guests near and far.

Citywide Special Events

The City of Los Alamitos Recreation & Community Services Department organizes eight annual special events:

Weekend of Art March Attended by 800+	Spring Carnival April Attended by 2,500+	Teen Expo April NEW EVENT
Senior Prom May Attended by 100+	Music & Movies Event Series June & July Attended by 200+ each event	4th of July July Attended by 15,000+
Drive up Film & Food Fest August - October Attended by 200+ each event	Serve Los Al September Attended by 300+	My City My Los Al Street Fair September NEW EVENT
Family Gala November Attended by 100+	Trunk or Treat October Attended by 3,500+	Winter Wonderland December Attended by 6,000+

Events subject to change or cancellation based on current COVID-19 restrictions

My City ♥ My Los Al Partnership Program

www.cityoflosalamitos.org/recreation

562.430.1073



Partner Levels & Benefits	CHAMPION \$20,000	PREMIER \$10,000	STAR \$5,000	ADVOCATE \$2,500	SUPPORTER \$1,000	FRIEND \$500
Acknowledgement on two Street Banners for 30 days	★					
Acknowledgement on all Special Event Flyers	★					
Acknowledgement on Los Alamitos Blvd Street Light Poster for 30 days	★					
Acknowledgement on City Special Event Webpage with link to your website	★	★				
Acknowledgement on Bus Stop Advertisement	★	★				
10x10 Booth at event of your choice: Spring Carnival or Trunk or Treat	★	★				
10x10 Booth at Winter Wonderland	★	★	★			
Acknowledged in Local Press Release	★	★	★			
Acknowledgement in One Recreation Brochure	★	★	★			
10x10 Booth at event of your choice: Spring Carnival or Trunk or Treat	★	★	★	★		
Logo on Door Hangers distributed to 2,000 homes	★	★	★	★		
Email Marketing Campaign to 20,000+ database	★	★	★	★		
Verbal Recognition at all City Events	★	★	★	★		
Acknowledgement in Partner Brochure	★	★	★	★	★	
Company Banner at event of your choice: Trunk or Treat or Spring Carnival	★	★	★	★	★	
Acknowledgement on banner at all Recreation events	★	★	★	★	★	
Acknowledgement on City Social Medias (4 posts)	★	★	★	★	★	
Acknowledgement at Little Cottonwood Park Kiosk (1 year)	★	★	★	★	★	★
Acknowledgement on Community Center Poster (1 year)	★	★	★	★	★	★
City Council Meeting Recognition	★	★	★	★	★	★
"Community Partner" Sticker	★	★	★	★	★	★
TOTAL VALUES:	\$ 93,825.00	\$ 38,880.00	\$ 14,735.00	\$ 3,180.00	\$ 1,985.00	\$ 852.00