

PARKS & RECREATION

MEMORIAL DAY SPONSORSHIP OPPORTUNITIES



Sunday, May 27, 2024

11 a.m. to 1 p.m.

Foothills Park

199 Foothills Road



MEMORIAL DAY SPONSORSHIP OPPORTUNITIES

- Salute our heroes and honor those who have served with a special Memorial Day Celebration hosted by The City of Lake Oswego and the Lake Oswego Veterans Memorial.
- The program begins at 11 a.m. and includes a keynote address, a Presentation of Colors, a 21-gun salute from the Lake Oswego Honor Guard, remarks from City dignitaries, patriotic entertainment, and a flyover from the West Coast Ravens.
- Join us in honoring the service and heroism of all U.S. military, active members, and veterans at this exceptional community event.



→ 500 to 1000 attendees ←

		Presenting Sponsor \$1,500	Business Sponsor \$500	Supporting Sponsor \$300
General Promotion	Company acknowledged as Presenting Sponsor in a Memorial Day Celebration advertisement published in the <i>Lake Oswego Review</i> , reaching 9,000 individuals per issue	x		
	Company name identified as sponsor in the Lake Oswego Parks and Recreation Activities Guide delivered to 24,000 Lake Oswego households	x	x	
	Company logo included in <i>Hello LO</i> summer events insert, mailed to 24,000 households	x	x	
	Company logo with hyperlink on the Lake Oswego Parks and Recreation website (May, June & July)	x	x	x
	Company color logo prominently displayed on Memorial Day Celebration postcards and flyers distributed to local businesses	x	x	x
	Company color logo on Lake Oswego Parks & Recreation Summer Events brochure, widely distributed throughout the community	x	x	x
	Company acknowledged as event sponsor on the City's social media accounts: Facebook +6,700 followers, Instagram +10,000 followers and Twitter +6,300 followers	x		

For Sponsorship Opportunity – Contact Robin Krakauer – Communication & Sponsorship Coordinator 503-534-5422 or rkrakauer@lakeoswego.city

		Presenting Sponsor	Business Sponsor	Supporting Sponsor
		\$1,500	\$500	\$300
On-Site Promotion	Prominent placement of company banner at the event (banner provided by the business)	X		
	Company color logo included on the Memorial Day Celebration event program	X	X	X
	Opportunity to welcome the audience to the event and say a brief message about your business	X		
	Receive 1 reserved VIP parking space at the Memorial Day Celebration	X		
	Opportunity to create exclusive promotion/give away items at the event	X		
	Complimentary 10' x 10' booth space at the Memorial Day Celebration	X	X	
	Company acknowledged by emcee at the Memorial Day Celebration	X		

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SPONSORSHIP REACH INCLUDES

- Exposure to over 500 to 1,000 visitors.
- 6,700 followers on Facebook, almost 10,000 followers on Instagram, and 6,376 followers on Twitter.
- 900,000 visits in 2023 to the City website with over 1.9 million page views.
- 24,000 households with the *HelloLO* insert in July, mentions in August, and additional reach through email newsletters that hit 12,000 subscribers in our *LO Down* that comes out 2 times per month.
- *LO Review* ads reach 8,700 print and digital subscribers and 20,880 weekly readers with an email reach of 23,800 per week. Plus, through their platform, social media reaches additional viewership and audiences.
- 24,000 households reached in the Parks & Recreation Activities Guide.
- There are opportunities to custom-promote to attract new customers, increase your brand awareness, and reach.
- Enrichment of company or individual profile with community recognition and partnership with the City of Lake Oswego and the community which brings economic vitality and drives our local economy.

**Numbers based on 2023 findings

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SAMPLING OF MARKETING SUPPORT

RECAP

MEMORIAL DAY COMMEMORATION

Thank you to all those who helped our team make this past Monday at the Memorial Day Commemoration. Special thanks to our partner, Lake Oswego Veterans Memorial.

In addition, we would like to thank the following:

- Keynote speaker, Vietnam Veteran & LO Resident, Sgt. Sandra Wisznaukas
- Lake Oswego Fire
- Lake Oswego Police Department
- Flyover from West Coast Ravens
- Emcee, Captain Jonathan Puskas, USNR
- National Anthem performed by Sgt. Hooper
- Presentation of Colors & 21-gun Salute from a Marching Band
- Music from Maevae Stier & the Feathermakers

Thanks for spending time with us on this important day of remembrance in Lake Oswego.

THE NATION WHICH FORGETS ITS DEFENDERS WILL ITSELF BE FORGOTTEN

VETERANS MEMORIAL

ALL GAVE SOME - SOME GAVE ALL

cityoflakeoswego

Join us for the event, Let Us Remember Commemorating Memorial Day at Foothills Park, Monday, May 29, 11am at Foothills Park, 8200 NE Sandy Blvd. in Lake Oswego, Oregon. We are looking for a local Star Team to honor by presenting a portion of the event. If you are interested, please visit the website at the link in bio for details.

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LET US REMEMBER COMMEMORATING MEMORIAL DAY

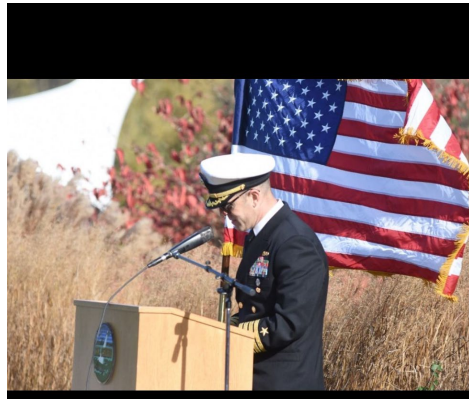
MONDAY, MAY 29, 11AM

VETERANS MEMORIAL AT FOOTHILLS PARK

JOIN THE LAKE OSWEGO VETERANS MEMORIAL AND THE CITY OF LAKE OSWEGO TO HONOR THE FALLEN.

EVENT INCLUDES:

- Keynote from Vietnam Veteran & LO Resident Sandra Spatz Wisznaukas
- Remarks from Fire Chief Don Johnson & Police Chief George Burke
- Flyover from the West Coast Ravens
- Emcee Captain Jonathan Puskas, USNR
- Presentation of Colors and 21 gun salute from the West Coast Ravens
- Presentation of Colors and 21 gun salute from the Marching Band
- Music from Maevae Stier & the Feathermakers



LET US REMEMBER COMMEMORATING MEMORIAL DAY

www.cityoflakeoswego.gov

PARKS & RECREATION

Mailing: PO Box 369
For more information or to register for Parks & Recreation programs, visit www.lakeoswego.city/parks or call 503-675-2549.

MEMORIAL DAY



At Foothills Park on Monday, May 29 at 11 a.m., join the City as we partner with the LO Veterans Memorial to honor those who have sacrificed their lives for our nation.

The event features a keynote address from Sandra Spatz-Wisznaukas. A Lake Oswego resident, she served in the US Marine Corps from 1966-1969 and works as a pivotal member of the Women's Marine Corps Association. Spatz-Wisznaukas also co-founded the 641 Chapter of Vietnam Veterans of America in her former hometown of Silver Springs, Maryland, that helps maintain the Vietnam Memorial Wall and promotes legislation beneficial to Veterans.

The event program also includes remarks from Fire Chief Don Johnson, a flyover from West Coast Ravens, a Presentation of Colors and 21-

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BE A PART OF THE MEMORIAL DAY EVENTS!



Lake Oswego Parks and Recreation Sponsorship

Contact: Robin Krakauer

Communication & Sponsorship Coordinator

503-534-5422

rkrakauer@lakeoswego.city

www.lakeoswego.city/parksrec

