

SAN LARC

# PARTNERS

Lifestyle Event Sponsorships





# THE ART OF COMMUNITY CONNECTION

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As the Master Home Owners Association within the City of Rancho Santa Margarita, SAMLARC strives to connect families, friends, and neighbors through many events and workshops throughout the year. SAMLARC events offer unique experiences through which the community celebrates “hometown spirit.”

## PARTNERSHIP OPPORTUNITIES ARE ENDLESS!

SAMLARC’s partnership program offers opportunities to create visibility for your local business and build relationships with over 48,000 Rancho Santa Margarita community residents by enhancing and participating in the nearly 30 events SAMLARC offers annually.

SAMLARC events provide the ability to promote your business through event advertising as well as the opportunity to invest in the community.





# SAMLARC LIFE

## Animals Everywhere

3K Participants | Community-wide | All Ages



## Star Spangled Spectacular

20K Participants | Community-wide | All Ages



## Great Rancho Campout

300 Participants | Members | Family



## Wine & Cheese

300 Participants | Members | Adult





# Investing in Impacts



**13,645 HOUSEHOLDS**  
More than 13K families have chosen to call the SAMLARC community their home!

**201,100 WEBSITE VISITS**  
More than 200K visitors tap into SAMLARC.org to learn about community events and news each year!

**6,600 FOLLOWERS**  
More than 6K local users follow SAMLARC on Facebook and Instagram.

**8,200 READERS**  
Over 8k residents receive SAMLARC emails throughout the month.



# ANNUAL EVENT PARTNERSHIPS

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SAMLARC hosts an array of signature events for residents to enjoy. Events range from an intimate 300-person Wine and Cheese event to nearly 20,000 attendees at the July 4th Star Spangled Spectacular! As an Annual Event Partner, your business/organization will receive brand recognition at each event listed within the partnership listed.

## Diamond Annual Partner

*Donation: \$5,000*

- Annual recognition as a Diamond Sponsor of SAMLARC's Signature Events: Animals Everywhere, Wine & Cheese, End of Summer Event, Halloween Family Festival, and Christmas Tree Lighting
- Annual recognition as a Diamond Sponsor on SAMLARC.org
- Logo displayed on event marketing collateral:
  - Event webpages, flyers, social media, and e-Newsletters
- Custom Diamond Event Sponsor banner displayed at Signature Events
- Custom Business banner displayed year-round at SAMLARC Sports parks
- Company name announced at event
- Vendor booth space (premier location) and promotional giveaway opportunity at Animals Everywhere and Halloween Family Festival
- Logo included on SAMLARC's Welcome Guide magazine

## Emerald Annual Partner

*Donation: \$3,000*

- Annual recognition as a Emerald Sponsor of SAMLARC's Signature Events: Animals Everywhere, Wine & Cheese, End of Summer Event
- Annual recognition as a Emerald Sponsor on SAMLARC.org
- Logo displayed on event marketing collateral:
  - Event webpages, flyers, social media, and e-Newsletters
- Custom Emerald Event Sponsor banner displayed at Signature Events
- Company name announced at event
- Vendor booth space (premier location) and promotional giveaway opportunity at Animals Everywhere
- Logo included on SAMLARC's Welcome Guide magazine



# ADDITIONAL PARTNERSHIP OPPORTUNITIES



## Sapphire Single Event Partner

*\$1,000 Donation*

- Recognition as a Sapphire Sponsor on SAMLARC.org
- Logo displayed on event webpage and e-Newsletter
- Company name announced at the event
- Vendor booth space at the event
- Promotional giveaway opportunity
- Sponsor is responsible for all signage, and must be approved by SAMLARC

## Custom Partner Packages

Businesses are welcome to connect with us to develop tailored partner packages!

## In-Kind Partner

*Donation Varies at Sponsor Discretion*

Contributions of services or products as in-kind sponsorship are welcome!

## Welcome Guide Partner

The SAMLARC Welcome Guide is printed twice per year and distributed to new homeowners, posted online, and linked in our e-Newsletter as well as distributed at SAMLARC Offices and events. The Welcome Guide features Diamond and Emerald Partner logos in each print run. Other partners interested in learning more are invited to connect with us!



# 2024 Partnership Commitment Form

## Let's Begin!

Complete the form below to start exploring partnerships with SAMLARC!

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

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

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

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

### Partnership Type:

☐ Diamond \$5,000

☐ Emerald \$3,000

☐ Sapphire \$1,000

• Desired Event: \_\_\_\_\_

☐ In-Kind

• Donation Amount: \_\_\_\_\_

☐ Welcome Guide

• *I'd like to learn more about the Welcome Guide partner program!*

Completed forms may be mailed to the SAMLARC Business Office or emailed to SAMLARC Lifestyle Manager, Angelia McCormick, at [angelia.mccormick@fsresidential.com](mailto:angelia.mccormick@fsresidential.com).

We kindly ask partners to discuss and share draft materials with us before publishing to ensure alignment with SAMLARC's brand standards and to best showcase your partnership with SAMLARC!

### SAMLARC Business Office

22342A Avenida Empresa, Suite 102A  
Rancho Santa Margarita, CA 92688





# SAMLARC SPONSORSHIP

## 2024 EVENT CALENDAR

### **Animals Everywhere**

March 23

Central Park

Estimated Attendance: 3,000

### **Wine & Cheese Event**

May 4

Lago Santa Margarita Beach Club

Estimated Attendance: 300

### **Beach Club Opening Day**

May 11

Lago Santa Margarita Beach Club

Estimated Attendance: 800

### **Fishing Derby**

June 1

Lakeshore

Estimated Attendance: 250

### **Screen on the Green**

June 7 & July 26

Central Park

Estimated Attendance: 330-700

### **Music at the Lake**

June 14, July 19, & August 16

Lago Santa Margarita

Amphitheater

Estimated Attendance: 100

### **Star Spangled Spectacular**

July 4

Lago Santa Margarita Beach Club &  
Lakeshore

Estimated Attendance: 20,000

### **Great Rancho Campout**

August 2 & 3

Trabuco Mesa Park

Estimated Attendance: 300

### **End of Summer Event**

September 21

Lago Santa Margarita Beach Club

Estimated Attendance: 300

### **Halloween Family Festival**

October 31

Central Park

Estimated Attendance: 3,000

### **Christmas Tree Lighting**

December 7

Lago Santa Margarita Lakeshore

Estimated Attendance: 2,000

### **Carols 'Round the Lake**

December 14

Lago Santa Margarita Lakeshore

Estimated Attendance: 1,500

**SAMLARC.ORG/EVENTS**