



# city partnership

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# about lancaster

Lancaster is a diverse community of nearly 170,000, leading the future through science, technology, art, culture, and collaboration. Home to astronauts, rocket scientists, families, and innovative businesses large and small, we are leading the USA with innovation. Combined with spectacular landscapes and clean air, Lancaster has the confidence, expertise, spirit, and imagination to transform tomorrow. We are: Creating a better tomorrow. Together.



## our mission

To effectively & efficiently deliver the highest quality of service to Lancaster residents and businesses with commitment, respect, integrity and pride.

# a great place to live



# become a partner

The City of Lancaster is excited to offer businesses and organizations the opportunity to become valued partners in our community's vibrant special events calendar. We are proud of the unique, exciting, and community-driven events we host each year, and we are thrilled to offer your organization the chance to become a part of these unforgettable experiences.

When you choose to sponsor our events, you're not just promoting your business but investing in our community and the shared experiences that bring us all together.



***We are excited about your interest in becoming a partner. Your involvement will provide visibility for your organization and contribute to the vibrancy and quality of life in our community. The City of Lancaster looks forward to collaborating with you to make our special events even more spectacular!***

# current partners



## Race Communications

"Partnering with the City of Lancaster has been pivotal for Race Communications as we expand our services into Lancaster, CA. The partnership has provided us with exceptional community outreach, and the events have provided us with an invaluable platform to connect with local residents. Our collaboration and Lancaster's unwavering support have been instrumental in helping our business to thrive in Lancaster allowing us to reach and serve the community in new ways."



## Antelope Valley Transit Authority

"Last year the Antelope Valley Transit Authority celebrated 30 years of serving the Antelope Valley. Throughout that time, the City of Lancaster has been an outstanding partner in promoting our services and reaching A.V. residents with transportation needs. The City of Lancaster's Partnership Program is a vital part of AVTA's ongoing mission to serve this community. The City's events, community outreach, and ongoing public communications are essential to AVTA's efforts to impact the entire Antelope Valley."

# why partner?

## Innovation Hub:

Lancaster is where research, technology, and forward-thinking converge. Partnering with us means access to a diverse talent pool, collaboration opportunities, and support in implementing revolutionary ideas in the community.

## Sustainable Vision:

Our City is leading the way in renewable energy, green initiatives, and smart city technologies. By partnering with us, your business can contribute to a greener world and appeal to conscious consumers.

## Thriving Industries:

Lancaster boasts thriving sectors, including aerospace, clean energy, advanced manufacturing, and healthcare. Aligning with our city opens doors to new markets and potential collaborations with industry leaders.

## Community Partnerships:

We believe in forging meaningful partnerships with businesses. By becoming part of the Lancaster community, your company gains the support of a dedicated, welcoming, and engaged local population.

# partnership benefits

The Lancaster Special Events Partnership Program offers a tiered structure with escalating benefits, ensuring every partner can find a level of involvement that suits their budget and vision. We welcome you to explore our partnership tiers, each named to reflect the vibrant energy of our community and events:

<b>Community Collaborator</b>	\$15,000
<b>Vibrant Visionary</b>	\$25,000
<b>Festival Phenom</b>	\$50,000
<b>Civic Champion</b>	\$75,000
<b>Lancaster Luminary</b>	\$100,000

# partnership levels

Regardless of the level, each of our partners can expect a baseline of visibility and participation opportunities, with added benefits growing along with your level of investment.

## All Partners Receive:

- Recognition on the City of Lancaster's website as a partner
- 1 page in each quarterly Outlook Magazine (a publication that reaches all Lancaster households and businesses)
- Opportunity to be included in e-newsletter
- Opportunity to share approved announcements across our social media channels
- The choice to sponsor any Lancaster Special Event with tailored benefits based on the event
- Logo on event promotional materials
- 30-sec radio spots to air locally/regionally
- Individualized concierge service from City Coordinator



# additional partner benefits

<b>Community Collaborator</b>	<ul style="list-style-type: none"><li>• Booth space at chosen event(s)</li><li>• Logo on sponsor banners/digital boards</li><li>• Social media promotions</li><li>• Included in radio mention</li><li>• Access to VIP area</li></ul>
<b>Vibrant Visionary</b>	All the above plus: <ul style="list-style-type: none"><li>• Priority booth placement</li><li>• Additional social media features</li></ul>
<b>Festival Phenom</b>	All the above plus: <ul style="list-style-type: none"><li>• Event tickets</li><li>• Logo prominently displayed at the event</li></ul>
<b>Civic Champion</b>	All of the above plus: <ul style="list-style-type: none"><li>• Exclusive sponsorship opportunities (like sponsoring fireworks at the 4th of July Extravaganza or a haunted mansion at Haunt at the Hangar)</li><li>• Top placement in promotional materials</li></ul>
<b>Lancaster Luminary</b>	All of the above plus: <ul style="list-style-type: none"><li>• The top billing in all references to sponsors</li><li>• An invitation to speak at the event</li><li>• Other premier opportunities</li></ul>



Creating  
a better  
tomorrow.  
**Together.**

# get in touch!



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