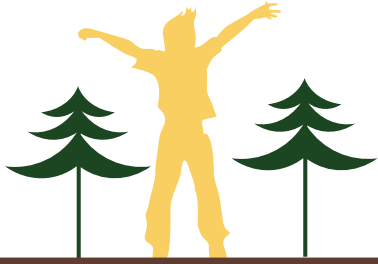


# LASSEN PARK

## FOUNDATION

### *Peak Experience Auction*



#### ANNUAL GALA

SATURDAY, SEPTEMBER 23, 2017

McCONNELL FOUNDATION

800 SHASTA VIEW DR.

REDDING - 5:30PM

“Every Kid in a Park” is a federal public lands youth initiative to get all 4th graders and their families to experience the places that are home to our country’s natural treasures, rich history, and vibrant culture. At Lassen Park Foundation we believe so strongly in the importance of encouraging today’s youth to explore and enjoy these places that we are embracing “Every Kid in a Park” as our theme for this year’s Peak Experience Auction.

Attendees will enjoy a delicious dinner and the opportunity to help support the Foundation’s work by bidding on live and silent auction items.

#### ABOUT THE EVENT:

WHO: 270 Guests

WHEN: Saturday, September 23, 2017  
5:30 p.m.

WHERE: McConnell Foundation  
800 Shasta View Drive  
Redding, CA 96003

#### ABOUT LASSEN PARK FOUNDATION:

Lassen Park Foundation is a 501(c)3 non-profit corporation that supports Lassen Volcanic National Park and the surrounding environs, to accommodate needs that are not met by the limitations of other resources. Those who contribute to the Foundation support many programs such as the Volcano Adventure Camp teaching children to value the National Park experience, and helping preserve its unique beauty for generations to come.

#### GUEST EXPERIENCE:

Attendees will enjoy a cocktail reception, electronic bidding on unique auction items, entertainment, dancing, and mingling with LPF Board Members, outdoor enthusiasts, and community leaders.

#### KEY DEADLINES:

Please respond by the following dates to ensure you receive full recognition as outlined in the Sponsorship Levels printed on the reverse of this page:

JULY 21, 2017

Inclusion in the Peak Experience Invitation

AUGUST 25, 2017

Inclusion in the Peak Experience Program

#### CONTACT:

Jennifer R. Finnegan | Executive Director  
jennifer@lassenparkfoundation.org | (530) 378-2600

# SPONSORSHIP OVERVIEW



Lassen Park Foundation's Annual Gala is a longstanding philanthropic event that supports the ongoing programs and capital campaigns of the Lassen Park Foundation. Over the last six years the Annual Gala has raised over \$500,000 through the generosity of corporations, foundations and individuals in the community.

Over 900 underserved youth from California, Oregon, Nevada, and Florida are camping at Lassen Volcanic National Park this summer thanks to Lassen Park Foundation. We invite you to join us as a leading sponsor at this year's Peak Experience Auction and be part of our endeavor to get Every Kid in a Park!

## "PEAK EXPERIENCE" SPONSORSHIP OPPORTUNITIES

	LASSEN SPONSOR	BROKE-OFF SPONSOR	CRAGS SPONSOR
Significant public recognition and logo featured on the website and program	X		
Prime logo placement on silent auction leaderboard ( <i>displayed during event</i> )	X		
Dinner at Drakesbad Guest Ranch for up to 8 people.	X		
"Thank You" ad in the Record Searchlight acknowledging your company as a partner	X		
4 Facebook posts ( <i>1 x weekly prior to auction</i> ) on Lassen Park Foundation page thanking sponsor and linking to website	X		
Acknowledgement in LPF Newsletter ( <i>summer edition</i> ) Peak Experience Auction Article. <i>Must have sponsorship confirmed by July 7th.</i>	X		
Prime placement on LassenParkFoundation.org during September ( <i>home page slideshow</i> )	X		
Opportunity to give a 30 – 60 second address to auction audience sharing your organization's love for the park	X		
Special favors at each table place with dinner at auction	X	X	
Special wine selection with dinner at auction	X	X	X
Table of 10 with premiere seating	X	X	X
Recognition in program at event and on website		X	X
Logo placement on Silent Auction Leaderboard ( <i>displayed during event</i> )		X	X
Ad/ Acknowledgement in Program	X	X	X
	\$ 4,000	2,500	1,500



### FAIR MARKET VALUE OF BENEFITS:

"The fair market value per person is \$75 for food, beverage and entertainment, so the benefit for one (1) table is \$750. Lassen Sponsorship Received Value = 1,570 (Drakesbad dinner, ad in paper, and table for 10). Broke-off & Crags Sponsorship Received Value = \$750 (table for 10)

Sponsors who choose not to attend the event may deduct the full value of their charitable gift to the extent allowed by law." Lassen Park Foundation is a 501(c)3 nonprofit corporation with tax ID number 68-0065902.