



**Peak Experience
Auction**
Sponsorship Benefits 2025



Annual Gala

Peak Experience Auction is Lassen Park Foundation's premier fundraiser throughout the year. This year's theme "Hats Off to Our Rangers" will highlight the amazing people who manage our parks, explore our national treasures, and teach the next generation about the importance of public lands. We hope you'll join us in showing them our support this year as we tip our hats to their dedication and love of National Parks!

250 Guests



Saturday, September 6, 2025
5:30 p.m.



McConnell Foundation
800 Shasta View Drive
Redding, CA 96003



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:



JUNE 30, 2025

Early Bird Sponsor Special



AUGUST 8, 2025

Inclusion in the Peak Experience Program

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. Live auction bidding will be conducted in the traditional, verbal manner with exciting items and experiences available exclusively for event attendees. During the week prior to Saturday evening, fans of Lassen worldwide will participate in a silent auction for unique gifts. The silent auction will conclude just before Saturday's live auction begins.

CONTACT:

Ken Freigher
Executive Director



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ABOUT LASSEN PARK FOUNDATION:

Lassen Park Foundation is a 501(c)3 non-profit corporation that provides philanthropic support to Lassen Volcanic National Park. We invite all, especially youth, to experience and preserve the natural and cultural resources of this special place. LPF is an official non-profit partner of Lassen Volcanic National Park. Your support enables LPF to provide annual grants to underserved youth groups attending the Volcano Adventure Camp, to improve visitor experiences, and encourage diverse populations to enjoy the park.

Sponsorship Benefits

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 past 5 years the Annual Gala has raised over \$420,000 through the generosity of corporations, foundations, and individuals in the community.

In 2025 over 900 underserved youth will have a summer camping experience at Lassen Volcanic National Park thanks to Lassen Park Foundation. For generations, Lassen Volcanic National Park has been a place of exploration, discovery, and adventure for kids of all ages. We invite you to join us as a leading sponsor at this year's Peak Experience Auction and be part of continuing this tradition with the next generation of park visitors!

	Lassen Sponsor	Brokeoff Sponsor	Crags Sponsor	DJ / Dance Floor Sponsor	Whiskey Wall Sponsor	Photo Booth Sponsor
4 Facebook posts (1x weekly prior to auction) on Lassen Park Foundation page thanking sponsor and linking to website	X					
Verbal recognition during live auction	X					
Full Page Logo Placement or Ad in program	X					
Premier logo placement & recognition in program, mobile bidding site, at event, and on website	X					
Special wine selection with dinner at auction	X	X				
Premier table placement	X	X				
Special favors for guests at table	X	X				
1/2 Page Logo Placement or Ad in program		X				
Logo placement & recognition in program, on mobile bidding pages, at event, and on website		X	X			
Two bottles of Peak Experience wine (from private vintner)	X	X	X			
1/4 Page Logo Placement or Ad in program			X			
Admission for 10 at in-person event	X	X	X			
Logo placement at Dance floor				X		
Logo placement at Whiskey Wall					X	
Logo placement at Photo Booth						X
	\$5,000	\$3,000	\$2,000	\$1,000	\$500	\$250
Any sponsor who commits before June 30, 2025 and plans to attend the event will receive:					Early Bird Special	
Special hors d'oeuvres & 1 Free Drink for each guest at their table					X	

Fair Market Value of Benefits:

The fair market value per in-person attendance is \$75 for food, beverage, and entertainment, so the benefit for one (1) Table with 10 admissions is \$750. Those who choose not to take advantage of the in-person attendance 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.

