

SAN VILLARC

PARTNERS

Lifestyle Event Sponsorships



THE ART OF COMMUNITY CONNECTION

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

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!

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

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.

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

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