



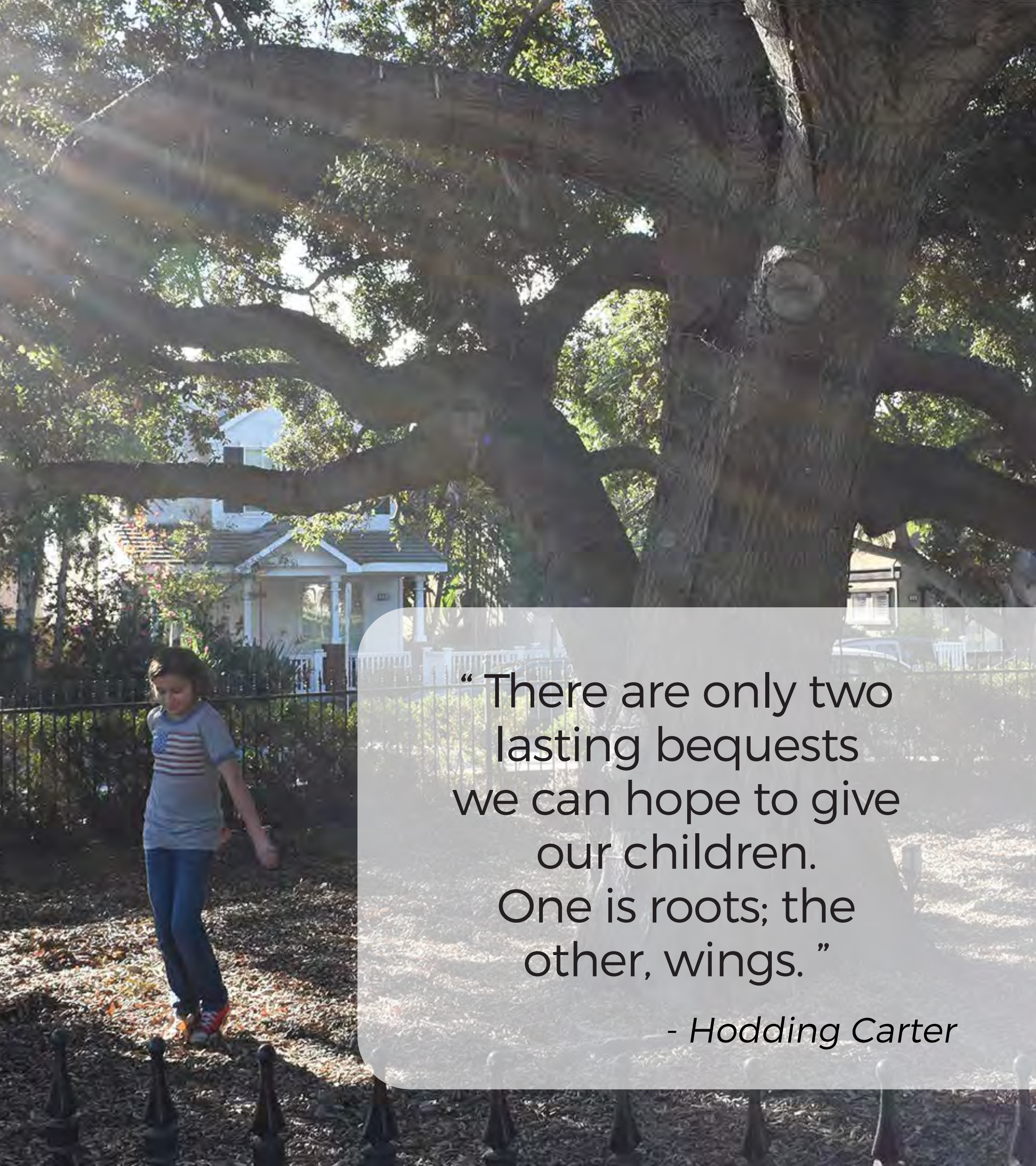
LADERA RANCH

# COMMUNITY PARTNERSHIP PROGRAM



Ladera Ranch Community Services





“There are only two  
lasting bequests  
we can hope to give  
our children.  
One is roots; the  
other, wings.”

- Hodding Carter

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Ladera Ranch Community Services





# THE COMMUNITY

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## PLAN

Ladera Ranch is a master planned community, recognized for its small town charm, and distinct neighborhood villages and district themes.

## DESIGN

Ladera Ranch was designed to foster neighbor-to-neighbor interaction and to encourage an active outdoor lifestyle.

## VALUES / LIFESTYLE

Family. Participation. Community. Our residents take an active, lean-in role to create a strong sense of community.

## PROVEN

Ladera's innovative concept of the connected community has been proven and continues to appeal to families who seek the balance of design and connectedness.





LADERA RANCH

# COMMUNITY TRADITIONS

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The Ladera Ranch community has established several annual traditions through celebrations, community events and volunteer programs.

Ladera Ranch Community Services (LARCS) community events continue to grow in attendance, bringing thousands of residents and their families together for the fun and festivities that celebrate the golden age of neighborhood.

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## LADERA RANCH COMMUNITY SERVICES

# THE LIFESTYLE

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Ladera Ranch Community Services (LARCS) organizes the programming to connect neighbors and foster the small town sense of community and lifestyle.

- Community events and recreation programs
- Communications and intranet website
- Community outreach
- Volunteer opportunities





COMMUNITY PARTNERSHIP PROGRAM

# PARTNERS IN OUR COMMUNITY

## **Purpose: Enhancing resident experience and lifestyle**

The purpose of the Community Partnership Program is to enhance the lives of our residents by delivering unique experiences that bring families and neighbors together. We work closely with local businesses, non-profit organizations and those who want to partner with us to find new ways to build a strong sense of community.

## **Partnership programs for every organization**

No matter the size of your organization or business, we will find a way to work together. We seek to work with like-minded organizations who are committed to defining what it means to be neighborly and a partner in building our community — for the benefit of our residents.





DESIGNING WHAT WORKS FOR YOU

# OUTREACH, VISIBILITY & IMPACT

A Community Partnership with Ladera Ranch offers your business or organization the opportunity to connect directly with the Ladera Ranch community.

Here are some of the ways that you can reach residents, volunteers and community leaders.

- 🌀 Calendar of community events and activities
- 🌀 Signature events, community-wide
- 🌀 New homeowner welcome receptions
- 🌀 Roots and Wings magazine
- 🌀 Ladera Happenings email
- 🌀 Local media
- 🌀 Social media





GETTING DOWN TO BUSINESS WITH

# BENEFITS OF PARTNERSHIP

- Visibility
- Awareness
- Messaging



# PACKAGES: Choose your impact

	Bronze - \$1000	Silver- \$2,500	Gold - \$5,000	Platinum - \$7,500	Emerald - \$15,000
Stage Visibility	Logo on banner at: 4th of July Celebration AND Summer Concerts (5)	Logo on banner at: 4th of July Celebration AND Summer Concerts (5)	Logo on banner at: Summer Concerts (5) AND 4th of July Celebration Stage Announcements: • Spring Celebration • 4th of July Celebration • Summer Concerts • Harvest Festival • Miracle on Mercantile Way	Logo on banner at: Summer Concerts (5) AND 4th of July Celebration Stage Announcements: • Spring Celebration • 4th of July Celebration • Summer Concerts • Harvest Festival • Miracle on Mercantile Way	Logo on banner at: Summer Concerts (5) AND 4th of July Celebration Stage Announcements: • Spring Celebration • 4th of July Celebration • Summer Concerts • Harvest Festival • Miracle on Mercantile Way
Charity Events	Gift baskets and announcement at one (1) event. • Ladera Derby Day OR • Casino, Cocktails & Comedy	Gift baskets and announcement at two (2) events. • Ladera Derby Day AND • Casino, Cocktails & Comedy	Gift baskets, announcement and tickets to attend event. • Ladera Derby Day (2 tickets) AND • Casino, Cocktails & Comedy (2 tickets)	Gift baskets, announcement and tickets to attend two (2) events. • Ladera Derby Day (2 tickets) AND • Casino, Cocktails & Comedy (VIP table for 6)	Gift baskets, announcement and tickets to attend two (2) events. • Ladera Derby Day (4 tickets) AND • Casino, Cocktails & Comedy (VIP table for 6)
Community Events	Includes tent/table to host activity at one (1) event. • Spring Celebration OR • Harvest Festival	Includes tent/table to host activity at both events. • Spring Celebration AND • Harvest Festival	Includes tent/table to host activity at both (2) events PLUS Activity Wristbands: • Harvest Festival (4 Activity Wristbands) AND • Spring Celebration (4 Activity Wristbands)	Community Events (2 + 1 Bonus) Everything in the Gold Package, PLUS: Presenting Sponsor for SAVE MY SPOT event (choose 1): • 4th of July Celebration, OR • Summer Concert with Car Show, OR • Summer Concert with Food Trucks Plus, eight (8) Activity Wristbands to Spring Celebration and Harvest Festival	Community Events (2 + 3 Bonus) Everything in the Gold Package, PLUS: Presenting Sponsor for SAVE MY SPOT events (choose 3): • 4th of July Celebration, PLUS • Summer Concert with Car Show, PLUS • Summer Concert with Food Trucks Plus, twelve (12) Activity Wristbands to Spring Celebration and Harvest Festival
Website (LaderaLife.com)	Logo on Community Partners page with link to Partner's website	• Logo on Community Partners page with link to Partner's website • Two (2) articles in Roots and Wings Online	• Logo on Community Partners page with link to Partner's website • Four (4) articles in Roots and Wings Online	• Logo on Community Partners page with link to Partner's website • Six (6) articles in Roots and Wings Online	• Logo on Community Partners page with link to Partner's website. • 6 articles in Roots and Wings Online
Community Magazine (Roots & Wings)	Logo listed as Community Partner (quarterly)	Logo listed as Community Partner (quarterly)	• Logo listed as Community Partner (quarterly) • Business Card size ad (2)	• Logo listed as Community Partner (quarterly) • Quarter page (1/4) size ad or article (4x per year)	• Logo listed as Community Partner (quarterly) • Quarter page size ad or article (4x per year)
New Homeowner Welcome Reception		New Homeowner Welcome Reception Attend and provide gift basket to be used at one (1) New Homeowner Reception and mention during event announcements	New Homeowner Welcome Reception Attend and provide gift basket to be used at two (2) New Homeowner Receptions and mention during event announcements	New Homeowner Welcome Reception Attend and provide gift basket to be used at three (3) New Homeowner Receptions and mention during event announcements	New Homeowner Welcome Reception Attend and provide gift basket to be used at four (4) New Homeowner Receptions and mention during event announcements
Social Media (Facebook)			Facebook Four (4) mentions on Facebook.	Facebook Eight (8) mentions on Facebook.	Facebook Twelve (12) mentions on Facebook.
Student Scholarship				Presenting Sponsor LARCS Teen Scholarship \$2,500	Presenting Sponsor LARCS Teen Scholarship \$5,000





LADERA RANCH COMMUNITY SERVICES

# COMMUNITY PARTNERSHIP PROGRAM

The Community Partnership Program has been established to offer businesses and organizations the opportunity to partner with LARCS in a variety of ways in providing enhanced activities and programs for the residents of Ladera Ranch.

This program is not an advertising or sponsorship program. It has been designed to provide a win-win for participating businesses or organizations wishing to gain visibility at LARCS community events or programs by providing monetary or in-kind support to the residents of Ladera Ranch.





LADERA RANCH COMMUNITY SERVICES

# BECOMING A COMMUNITY PARTNER

November of each year is “open enrollment month” for LARCS Community Partners for the following year.

A draft agreement between LARCS and your business/organization is then created for review by both you and the LARCS Board of Directors. Once the agreement is finalized and signed by both parties, the community partnership becomes effective for the next calendar year.





LADERA RANCH COMMUNITY SERVICES

# COMMUNITY PARTNER VISIBILITY

Community Partners are recognized on LaderaLifecom community website, in the quarterly news magazine mailed to all 7,800 homes, on the partnership event banners throughout the year, and through your participation at various LARCS community events.



# Thank You



Thank you for your interest in getting involved with Ladera Ranch Community Services and the events and activities that we help put on for our community! We are excited to work with you and your local business as a LARCS Community Partner in 2019.

As mentioned, LARCS seeks to build a strong fabric by encouraging neighborhood interaction through technology, programs activities, and the spirit of volunteerism. LARCS promotes communications among neighbors, organizations, and businesses through LaderaLife.com and publications to keep residents informed.

If being a 2019 LARCS Community Partner is of interest please review the attached Community Partner Information Packet and fill out the Interest Form and return directly to me. We can then setup a meeting to discuss more about your business and how we may partner to help support our local community.

A handwritten signature in black ink that reads "George Blair".

**George Blair**  
Community Lifestyle Director

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