



April 30, 2019

Dear Friend;

The Rotary Club of Big Bear Lake depends on individual and business donations to produce our July 4 Fireworks on the Lake. The Chamber needs to raise \$80K this year.

Won't you donate today?

Our spectacular 4th of July Fireworks on the Lake event draws more than 100,000 visitors and pumps \$2.5 million into our local economy each summer. The event increases visibility and awareness of our four-season resort community and attracts first-time and repeat visitors. **Our Fireworks on the Lake event has the biggest impact on our local economy of all events held here throughout the year!**

The Chamber, the Big Bear Lake Rotary Club, the City of Big Bear Lake, the Big Bear Visitors Bureau and KBHR Radio and Outdoor are contributing generous amounts of time and resources to make this event not only successful, but spectacular.

Make an Individual Donation Today

Donate or pledge by June 30th, 2019. Your contribution will be noted in the full-page Chamber advertisement in the *Big Bear Grizzly* following the Fireworks!

Opt for a Partnership Package to Promote Your Business

Boost the value of your donation by choosing a Partnership Package— a great way to showcase your business. *See the next page for details.*

Make your check PAYABLE to: Rotary Club of Big Bear Lake - Tax ID 33-0907051. MAIL your check to the Chamber, P.O. Box 2860, Big Bear Lake, CA 92315, or visit us at 630 Bartlett Road, Big Bear Lake. Call the Chamber to make a credit card donation over the phone at (909) 866-4607.

2019 Fireworks Sponsorship Packages

Pyro-Partner Corporate Sponsorship (NEW) \$10,000

All Premium sponsorship-level benefits PLUS recognition as an official production partner of Fireworks on the Lake. Then, get a behind-the-scenes tour of the barge and operations complete with lunch and dinner (some limitations apply, reservations required), and a unique dockside fireworks-viewing vantage point right where the barge departs for the show. This is available to Pyro-Partners ONLY! Value: PRICELESS

Premium \$5,000

Poster – 250 color posters are distributed throughout the community to local businesses and displayed four weeks prior to the event. Color logo featured in the top tier location with greatest visibility. Value: \$1,600

KBHR Radio and Outdoor - 60,000 listen to the pre-fireworks show.

(3) Pre-fireworks show business name shout-outs as a premium partner of this year's event – Value: \$800 (6) 60 sec. ad spots aired the day of the event (sponsor name included) – Value: \$600

(14) 60 sec. ad spots aired the week leading up to the event (sponsor name included) – Value: \$1,200 Color logo on KBHR's exclusive Fireworks on the Lake web page, with link – Value: \$1,200

Big Bear Grizzly – Post-event, full page color "Thank you" advertisement. Full color logo featured in top tier location with greatest visibility – Value: \$500

Ticket to the Rotary Fireworks on the Lake - Two VIP tickets to the Rotary Fireworks on the Lake, includes 2 reserved seats, meal and prime viewing location on the deck. Value: \$250

Platinum \$3,500

Poster – Color logo featured in the 2nd tier location with peak visibility – Value: \$1,000

KBHR Radio and Outdoor - 60,000 listen to the pre-fireworks show alone!

One pre-fireworks show business name shout-out as a platinum partner of this year's event – Value: \$800 (4) 60 sec. ad spots aired the day of the event (sponsor name inclusion) – Value: \$400

(8) 60 sec. ad spots aired the week leading up to the event (sponsor name inclusion) – Value: \$500

Color logo on KBHR's exclusive Fireworks on the Lake web page, with link – Value: \$1200

Big Bear Grizzly - Full color logo featured in the 2nd tier location with strong visibility – Value: \$350

Gold \$2,500

Poster – Color logo featured in the 3rd tier location – Value: \$800

KBHR Radio and Outdoor - 60,000 persons listen to the pre-fireworks show alone!

(3) business name shout-outs the day of the event as an event partner – Value: \$400

(7) 60-second ad spots aired the week leading up to the event – Value: \$500

Color logo on KBHR's exclusive Fireworks on the Lake web page – Value: \$900

Big Bear Grizzly - Full color logo featured in the 3rd tier location with prime visibility – Value: \$300

Silver \$1,000

Poster – Color logo featured in the 4th tier location – Value: \$600

KBHR Radio and Outdoor - 60,000 persons listen to the pre-fireworks show alone!

(5) 60 sec. ad spots aired the week leading up to the event (sponsor name inclusion) – Value: \$300

Business name listed on KBHR's exclusive Fireworks on the Lake web page – Value: \$500

Big Bear Grizzly - Business name listed in the 4th tier location – Value: \$150

Bronze \$500

Poster – Business listed on the poster – Value: \$400

KBHR Radio and Outdoor – Business listed on KBHR's Fireworks on the Lake web page – Value: \$500

Big Bear Grizzly – Business listed in the ad – Value: \$50

Associate \$250

Big Bear Grizzly - Business listed in the ad