

# Mt. Lookout Community Council (MLCC)

## Annual Business Engagement Opportunities for 2022

The MLCC is a non-profit, volunteer organization whose mission is to serve the residents and businesses of the Mt. Lookout community. Our residents regularly travel outside Mt. Lookout into neighboring Hyde Park, Oakley, Columbia Tusculum, Mariemont, Madisonville, O'Bryonville and beyond to explore new restaurants, Farmer's Markets, and local shops, as well as to seek out professional services support from some of the top realtors, brands, banks, physicians and legal minds Cincinnati can offer. **Becoming a MLCC Business sponsor will enhance your visibility among Mt. Lookout residents.**

By supporting neighborhood events & activities such as the Fall Festival and Luminaria, you can increase exposure for your business, while also supporting the growth of the Mt. Lookout community.

### Sponsorship Levels

#### ☐ PLATINUM SPONSORSHIP: \$2,500

- Annual MLCC Business Membership benefits (value of \$200, see above)
- Luminaria
  - Presenting sponsorship of Light Up Night event of your choice: holiday lights display, Traveling Light show, or Gathering in the Square **(Platinum level only!)**
  - Full-page color ad in Luminaria Program (delivered to approximately 900 neighborhood homes)<sup>1</sup>
  - Logo posted on MLCC Luminaria website for 1 year
  - Promotional item of your choice enclosed in Luminaria Kits
  - Includes luminaria candles to be lit in front of your shop and/or delivered to your home.
  - Visible signage of sponsorship at Light Up Night event (December 11, 2022)
- Fall Festival (September 18, 2022)
  - Significant Signage at one of the major Festival Attractions (Musician Stage, Ice Cream Truck, Kids' Inflatable Games, etc.) **(Platinum and Gold levels only!)**
  - Table setup to give away promotional item(s)
  - Logo posted on Fall Festival website for 1 year
  - Recognition as event sponsor in email, and Facebook promotion of event
- General
  - Spotlight post in one MLCC eblast (≈1,700 emails) **AND** on MLCC Facebook pages (≈1,500 members)
  - Business logo printed on all marketing items

#### ☐ GOLD SPONSORSHIP: \$1,500

- Annual MLCC Business Membership benefits (value of \$200, see above)
- Luminaria
  - Full-page color ad in Luminaria Program (delivered to approximately 900 neighborhood homes)<sup>2</sup>
  - Logo posted on MLCC Luminaria website for 1 year
  - Promotional item of your choice enclosed in Luminaria Kits

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<sup>1</sup> Sponsorship must be received by October 1, 2022 in order to be featured in printed program.

<sup>2</sup> Sponsorship must be received by October 1, 2022 in order to be featured in printed program.

- Includes luminaria candles to be lit in front of your shop and/or delivered to your home.
- Visible signage of sponsorship at Light Up Night event (December 11, 2022)
- Fall Festival (September 18, 2022)
  - Significant Signage at one of the major Festival Attractions (Musician Stage, Ice Cream Truck, Kids' Inflatable Games, etc.) **(Gold level only!)**
  - Table setup to give away promotional item(s)
  - Logo posted on Fall Festival website for 1 year
  - Recognition as event sponsor in email, and Facebook promotion of event
- General
  - Spotlight post in one MLCC eblast (≈1,700 emails) **AND** on MLCC Facebook pages (≈1,500 members)
  - Business logo printed on all marketing items

### ☐ **SILVER SPONSORSHIP: \$1,000**

- Annual MLCC Business Membership benefits (value of \$200, see above)
- Luminaria
  - Full-page color ad in Luminaria Program (delivered to approximately 900 neighborhood homes)<sup>3</sup>
  - Logo posted on MLCC Luminaria website for 1 year
  - Includes luminaria candles to be lit in front of your shop and/or delivered to your home.
  - Visible signage of sponsorship at Light Up Night event (December 11, 2022)
- Fall Festival (September 18, 2022) **(Gold and Silver levels only!)**
  - Table setup to give away promotional item(s)
  - Logo posted on Fall Festival website for 1 year
  - Recognition as event sponsor in email and Facebook promotion of event
- General
  - Spotlight post in one MLCC eblast (≈1,700 emails) **AND** on MLCC Facebook pages (≈1,500 members)
  - Business logo printed on all marketing items

### ☐ **TINSEL SPONSORSHIP: \$500**

- Annual MLCC Business Membership benefits (value of \$200, see above)
- Luminaria
  - Full-page color ad in Luminaria Program (delivered to approximately 900 neighborhood homes)<sup>4</sup>
  - Logo posted on MLCC Luminaria website for 1 year
  - Includes luminaria candles to be lit in front of your shop and/or delivered to your home.
  - Visible signage of sponsorship at Light Up Night event (December 11, 2022)
- General
  - Spotlight post on MLCC Facebook pages (≈1,500 members)
  - Business logo printed on all marketing items

### ☐ **ANNUAL BUSINESS MEMBERSHIP ONLY: \$200<sup>5</sup>**

<sup>3</sup> See above.

<sup>4</sup> See above.

<sup>5</sup> Business Membership payment is due by April 1, 2022 to receive full list of benefit offerings.

- MLCC will manage the Landscaping upkeep, flowers and beautification, and holiday decorations in your business district (value of approximately \$15,000 annually).
- A listing on the Business page of the MLCC website, including logo and link to your website.
- Your Facebook posts will be shared to our “Mt. Lookout Biz” Facebook page, reaching almost 400 followers in your business network.
- Email communications from the square business liaison on city matters that directly impact your business district as well as immediate opportunities to promote your business.
- MLCC will print a yard sign with your logo (value of \$25) to display at the following events:
  - Public MLCC meetings
  - May Golf Outing
  - Fall Festival
  - Luminaria Light Up Night

**Please note, we are happy to work with you on a benefits and sponsorship package that fits the needs of your business. Additional sponsorship opportunities are available throughout the year.**

**SPONSORSHIP INSTRUCTIONS:**

Please list your sponsorship selection(s) in the space below, fill in your contact information, and email your logo to [amorrisroe8@gmail.com](mailto:amorrisroe8@gmail.com). We will be in touch with you directly regarding event details and logistics. MLCC is a registered 501(c)4. Donations \$50 and above will receive an acknowledgement letter. We greatly appreciate your generous sponsorship during this time.

Business/Individual Name: \_\_\_\_\_

Business Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Level:

- \_\_\_ MLCC Business Membership Only (\$200)
- \_\_\_ Tinsel (\$500)
- \_\_\_ Silver (\$1,000)
- \_\_\_ Gold (\$1,500)

**PAYMENT:**

Business membership dues may be paid online. Please go to <http://mtlookout.org/business-association/> to pay your membership with PayPal. Please note there is a \$5 convenience fee that will cover our PayPal costs. To pay by check, please contact Kim Rice at [business@mtlookout.org](mailto:business@mtlookout.org).

For Gold, Silver or Tinsel sponsorships, please mail this form and check payment to:

MLCC  
 Attn: Business Sponsorship  
 P.O. Box 8444  
 Cincinnati, OH 45208

All checks should be made out to: MLCC.

For questions regarding business memberships, please contact Kim Rice, MLCC Board Business Liaison at [business@mtlookout.org](mailto:business@mtlookout.org). For questions regarding general sponsorship opportunities, please contact Alexis Morrisroe, MLCC Board Secretary at [amorrisroe8@gmail.com](mailto:amorrisroe8@gmail.com).

Thank you for your continued support of our community,

Kim Rice

Rob Pasquinucci

A handwritten signature in blue ink that reads "Kim Rice". The signature is written in a cursive style with a large, looped "K" and "R".A handwritten signature in blue ink that reads "R. Pasquinucci". The signature is written in a cursive style with a large, looped "R" and "P".

MLCC Business Liaison  
1008 Delta Ave  
(513) 321-1125

MLCC President  
[president@mtlookout.org](mailto:president@mtlookout.org)