



# Forest City Beautiful

An Initiative of Rockford Area Convention & Visitors Bureau

A beautiful opportunity to be a sponsor of **Forest City Beautiful**,  
a public/private partnership to beautify Rockford.



For more information, contact Martesha Brown at [mbrown@gorockford.com](mailto:mbrown@gorockford.com) or 815.489.1655.

# Now is the Time



**Momentum in downtown Rockford is strong, positive and growing**

## DEVELOPMENT

Private developer Gorman & Company is investing \$60 million to renovate the 13-story **Amerock building**, located along the river; creating a 160-room hotel/conference center complex set to open in April 2020.

## TRANSFORMATION

The former Ingersoll building has been transformed into the new **UW Health Sports Factory**, generating an estimated \$7.2 million for our local economy annually. The new facility opened in June 2016.

## COLLABORATION

**Rockford Sharefest** has transformed 12 of our Rockford public schools and has completed the installation of Forest City Beautiful's Phase 2 during the summer of 2015. The savings in labor alone, maximizes every sponsorship dollar, bringing support to one another.

## RENOVATION

The renovation of the **Prairie Street Brewhouse**, **The Standard**, new local restaurants like **Taco Betty's**, **Omakase** and **Blue Line**, record attendance at museums, the popularity of **Rockford City Market**, attendance growth at **Coronado** and **BMO Harris Bank Center**, and **Stroll on State** with 87,500 attendees all point to a resurgence in downtown Rockford.

## DOWNTOWN EVENTS & FUN

Spring 2019 brings the newly renovated space and opening of **Rockford City Market's indoor market**.

## CULTURE

Improving connectivity and culture through beautification is a **stated desire** by our community.



# Beautification & Festival



**Forest City Beautiful** is an initiative partnering with the City of Rockford to bring the beauty of the spring, summer and winter seasons to downtown Rockford!

Businesses and civic leaders know an attractive community creates pride in the community and helps to identify who we are! The beautification becomes living artwork for our community and is enjoyed by the diverse populations in Rockford. Similar beautification programs in cities such as Chicago, Springfield, and Cleveland have proven to be very successful!

We invite you to join us in this community-impacting initiative!

## Sponsorship Options

### PLANTERS

Join us in bringing spring and summer to downtown Rockford through planters

### LOT BEAUTIFICATION

Sponsor downtown lot beautification

## SPONSORSHIP BENEFITS

- Recognition for being one of the **catalysts** of downtown beautification
- 100% of your investment goes towards the Forest City Beautiful mission
- Get connected with the growth of visitors in downtown Rockford (local restaurants, Rockford City Market)
- Alignment with key partners: City of Rockford, Sharefest, RACVB, Community Foundation of Northern Illinois
- Tax deductible

# Sponsorship Spaces



## SPONSOR RECOGNITION

- **Signage** at the sponsored location(s)  
Lot sponsorship: Logo on your 18" x 12" sign(s) (two-sided) viewed by numerous commuters and walkers daily
- Recognition in the **annual report** to City Council
- Recognition on RACVB or Forest City Beautiful **Facebook** page (one post)
- Recognition within the Forest City Beautiful article in **The Rock River Times**
- Recognition in a RACVB article through the **Chamber of Commerce's Voice**
- Recognition on the **gorockford.com website** with a link directly to your organization
- Inclusion in a Forest City Beautiful **blog** (July)
- **PLANTER SPONSORS:** Planter Sponsors will receive signage in planters showcasing your support

## Sponsorship Space Options

### ARTS & ENTERTAINMENT

Nordlof Center  
Veterans Memorial Hall  
Davis Park & Future Hotel District

### CITY HALL & MARKET

City Hall Gateway  
Rockford City Market Lot  
Rockford City Hall Lot

### RETAIL & RESTAURANTS

Stroll & Shops  
Concerts & IceHogs

### PLANTERS

Various downtown locations  
including E. State St.

### DOWNTOWN GATEWAYS

Irish Rose  
Shumway Market  
Wellness Gateway  
West Side Beautification  
I-90 Gateway



# Sponsor Signage





# Sponsorship Spaces



## Arts & Entertainment



BEFORE



AFTER

### **NORDLOF CENTER**

#### **Location**

100 block of N. Main St. (Lot 1)

**Cost: \$5,000**



BEFORE



AFTER

### **VETERANS MEMORIAL HALL**

#### **Location**

200 block of N. Main St. (Lot 3)

**Cost: \$2,500**



BEFORE



AFTER

### **DAVIS PARK & FUTURE HOTEL DISTRICT**

#### **Location**

Rockford Park District lot (Lot 9)

**Cost: \$2,500**



# Sponsorship Spaces



## City Hall & Market



BEFORE



AFTER

### CITY HALL GATEWAY

**Location**  
(Lot 10)

**Cost: \$2,500**



BEFORE

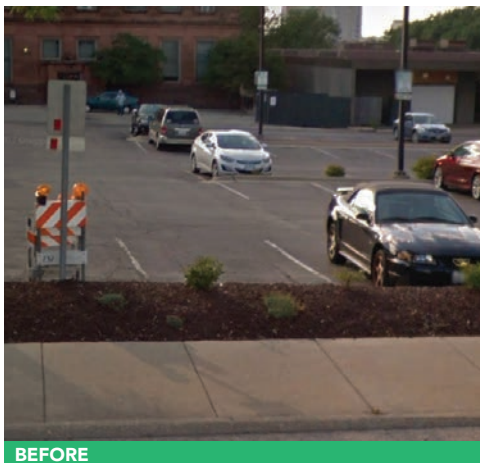


AFTER

### ROCKFORD CITY MARKET LOT

**Location**  
(Lot 6)

**Cost: \$7,500**



BEFORE



AFTER

### ROCKFORD CITY HALL LOT

**Location**  
(Lot 8)

**Cost: \$5,000**



# Sponsorship Spaces



## Retail & Restaurants



BEFORE



AFTER

### STROLL & SHOPS

#### Location

300 block of E. State St. (Lot 4)

Cost: \$5,000



BEFORE



AFTER

### CONCERTS & ICEHOGS

#### Location

BMO Harris Bank Center (Lot 7)

Cost: \$2,500

## Planters



BEFORE



AFTER

### E. STATE ST. PLANTERS

#### Location

100 block of N. Main St. (Lot 1)

Cost for 1: \$250

Cost for 3: \$500



# Sponsorship Spaces



## Downtown Gateways



BEFORE



AFTER

### IRISH ROSE

**Location**  
(Lot 12)

**Cost: \$2,500**



BEFORE



AFTER

### SHUMWAY MARKET

**Location**  
(Lot 14)

**Cost: \$2,500**



BEFORE



AFTER

### WELLNESS GATEWAY

**Location**  
E. State St. & 3rd St. (Lot 30)

**Cost: \$2,500**

# Sponsorship Spaces



## Downtown Gateways (cont.)



BEFORE



AFTER

### WEST END BEAUTIFICATION

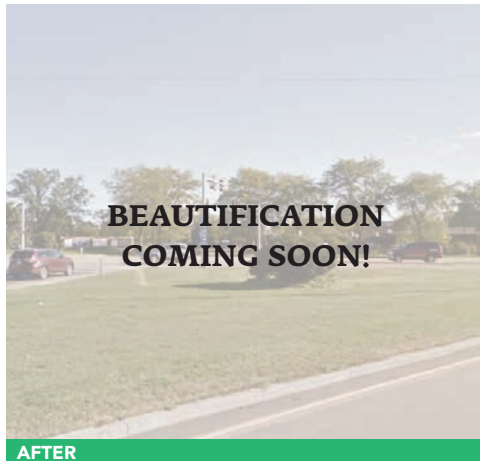
**Location**

300 block of W. State St. (Lot 5)

**Cost: \$5,000**



BEFORE



AFTER

### I-90 GATEWAY

**Location**

(Lot 13)

**Cost: \$15,000**



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The community has expressed appreciation and pride in the feel of downtown Rockford through the beautification and partnership shared between the city of Rockford and the Rockford Area Convention & Visitors Bureau.



As a business in the region we are asking for your help in reaching our goal to bring spring to life this year in downtown Rockford through sharing the Forest City Beautiful **Text-To-Give Campaign** with your customers. Here is what it takes:

1. Commit to sharing this information during check-out with your customers by emailing Martesha Brown at [mbrown@gorockford.com](mailto:mbrown@gorockford.com). The initiative will run May - August.
2. Invite them to "Text-To-Give" through sharing the **Forest City Beautiful flyer** provided by the Rockford Area Convention & Visitors Bureau.
3. Customers will receive a thank you for providing a tax deductible donation to the Rockford Area Convention & Visitors Bureau!
4. Your business will be recognized **online and through social media** as one of the Forest City Beautiful Business to Beautification Partners.