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 or 815.489.1655.
Momentum in downtown Rockford is strong, positive and growing.

DEVELOPMENT
Private developer Gorman & Company has invested $60 million to renovate the 13-story Amerock building, located along the river; creating a 160-room hotel/conference center complex set to open this summer.

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 facility opened in June 2016.

COLLABORATION
Rockford Sharefest has transformed 13 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, as well as a complete landscape renovation to beautify the river walk in Davis Park in summer of 2019 all point to a continued resurgence in downtown Rockford.

DOWNTOWN EVENTS & FUN
Downtown Rockford continues to thrive with events and fun including the Rockford City Market and recent opening of the Rockford Indoor City Market.

CULTURE
Downtown sculptures, murals, and pathways of flowers and plants have added to the community’s stated desire of connectivity and culture through beautification.
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!

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)

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Sponsorship Space Options

**ARTS & ENTERTAINMENT**
- Nordlof Center
- Veterans Memorial Hall
- Davis Park & 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-End Beautification
Sponsorship Spaces

Arts & Entertainment

NORDLOF CENTER
Location
100 block of N. Main St. (Lot 1)
Cost: $5,000

VETERANS MEMORIAL HALL
Location
200 block of N. Main St. (Lot 3)
Cost: $2,500

DAVIS PARK & HOTEL DISTRICT
Location
Rockford Park District lot (Lot 9)
Cost: $2,500
Sponsorship Spaces

City Hall & Market

CITY HALL GATEWAY
Location
(Lot 10)
Cost: $2,500

ROCKFORD CITY MARKET LOT
Location
(Lot 6)
Cost: $7,500

ROCKFORD CITY HALL LOT
Location
(Lot 8)
Cost: $5,000
Sponsorship Spaces

Retail & Restaurants

STROLL & SHOPS
Location
300 block of E. State St. (Lot 4)
Cost: $5,000

CONCERTS & ICEHOGS
Location
BMO Harris Bank Center (Lot 7)
Cost: $2,500

Planter

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

**IRISH ROSE**
Location: (Lot 12)
Cost: $2,500

**SHUMWAY MARKET**
Location: (Lot 14)
Cost: $2,500

**WELLNESS GATEWAY**
Location: E. State St. & 3rd St. (Lot 30)
Cost: $2,500

**WEST-END BEAUTIFICATION**
Location: 300 block of W. State St. (Lot 5)
Cost: $5,000

Not Pictured: