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# 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 Kristen Paul at [kpaul@gorockford.com](mailto:kpaul@gorockford.com) or 815.540.7342.

# Beautification & Festival



**Forest City Beautiful** is an initiative partnering with the City of Rockford to bring the beauty and cleanliness to downtown Rockford.

Businesses and civic leaders know an attractive community creates pride and helps to identify who we are! The beautification becomes living artwork for our community and is enjoyed by the diverse populations in Rockford.

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

FOREST CITY GREEN INVESTOR <b>\$10,000</b>	ADOPT A BLOCK <b>\$5,000</b>
ADOPT A PLANTER <b>\$1,000</b>	FRIEND OF FOREST CITY <b>\$500</b>

\*Donations of any size are appreciated and directly benefit beautification efforts.\*

## 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 and businesses in downtown Rockford
- Tax deductible
- **Signage** in the sponsored planter (\$1,000 and above)
- Recognition in the **annual report** to City Council
- Recognition on GoRockford **Facebook** page (one post)
- Recognition within the Forest City Beautiful article in **The Voice**
- Recognition on the **gorockford.com website** with a link directly to your organization
- Additional signage benefits apply to Forest City Green investor and adopt a block sponsor levels

# Examples of Beauty



S. MAIN ST. PLANTERS



N. MAIN ST. PLANTED BEDS



LOUISE JONES MURAL



E. STATE ST. PLANTED BEDS & PLANTERS



WINTER DECOR



BISTRO TABLES ON CHURCH ST.



To donate online, visit [www.gorockford.com/about/forest-city-beautiful](http://www.gorockford.com/about/forest-city-beautiful) for a tax deductible donation.

For larger sponsorships, please contact Kristen Paul at [kpaul@gorockford.com](mailto:kpaul@gorockford.com) or 815.540.7342.