



July 8, 2024
AGENDA

THIS MEETING WILL BE HELD ELECTRONICALLY AND IN PERSON
Please visit www.laurelpark.org for more information

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/85294280539>

or by dialing

US: +1 646 876 9923

Webinar ID:

852 9428 0539

- 1. Approval of the Agenda**
- 2. Approval of June 10, 2024 Regular Meeting Minutes**
- 3. Old Business**
 - a. Sponsorships update
 - b. Survey Update
 - c. Medallion Update
 - d. Picnic Update
- 4. New Business**
- 5. Adjournment**

***Next Meeting August 12, 2024**

Centennial Celebrations

Join the Celebrations

Join the Town of Laurel Park next year as we celebrate our Centennial! Beginning on March 1, 2025, help us celebrate 100 years of being the Town of Laurel Park. We have many exciting events planned throughout the year and we would like your input. Listed below are some of the events planned. Not all of the dates and events have been finalized at this time. Please check off the events you would be interested in so your Centennial committee can plan further! There will be a lot more information to come on events and ways you can support and sponsor our Centennial Celebration! Thank you for taking the time to fill this out.

1. Please check the events you and your family would have an interest in attending.

- Roaring 20s Gala! March 1, 2025, Hendersonville County Club. Dinner and Dancing to the sounds of the Big Band era. Come dressed in your best 1925 attire is highly encouraged! Estimated cost is \$50 per person.
- Centennial Celebration Picnic! July 5, 2025, at Laurel Green Park from 4 - 7. BBQ, music, adult beverages, games, and lots of fun for the entire family. No charge to Laurel Park residents.
- Scavenger Hunt Contest! A fun game with all the Laurel Park Historical Markers! This event will go on throughout the year of celebration. Prizes will be awarded.
- 5K on May 10th. Run/Walk throughout the Town with Friends and Family!
- Historical Presentation. Learn the history of early Laurel Park including an aerial movie of Laurel Park and the surrounding area in the 1920's.
- Trunk and Treat for Halloween. October 25, 2025, this family fun event is sponsored by the Laurel Park Police Department and will be held in Laurel Green Park.
- Historical Tours. Learn the history of our lovely Town by riding around and visiting 100-year-old homes.
- Centennial Concert Series. This will be held at Jump Off Rock. A musical tour of the last 100 years.
- Be one of our Sponsors. Enjoy the many perks of being one of our sponsors like getting free tickets and publicity.

Other Centennial Celebration event ideas you would like the Town to consider Sponsoring

CENTENNIAL SPONSORSHIPS

PREMIER ~ \$15,000

Presenting sponsor of Gala and Picnic
Speaking opportunity at both events
10 Gala Tickets and 10 Picnic tickets
Large color Logo on all Centennial marketing materials.
Banner at each event
Two full size ads in the Hendersonville Lightning
Social Media acknowledgements throughout the year

GOLD ~ \$5,000

Large color Logo ads on all Centennial marketing materials
6 Gala Tickets and 6 Picnic tickets
Acknowledged at both events
Logo featured on Banner for events
Half page ads in the Hendersonville Lightning.
Social media acknowledgements throughout the year

SILVER ~ \$2,500

Color Logo ads on all Centennial marketing materials
4 Gala tickets and 4 Picnic tickets
Quarter ad in the Hendersonville Lightning
Logo on event banner
Social Media acknowledgement

BRONZE ~ \$500

Name and logo listed on Centennial marketing
2 tickets to Gala and Picnic
Social Media acknowledgement

FRIEND ~ \$250

Name listed on Centennial marketing
2 Gala tickets

Few suggestions from Mr. Wilson:

- Instead of level names like gold, silver, etc., perhaps Laurel Park specific ones are more catchy - e.g., Jump Off, Rhododendron, Echo Mountain, Canal, Cherokee, Rainbow, Casino, Fleetwood.
- Create two additional levels at \$1,000 and \$100. I suggest this because, in looking over FLP's sponsors in 2021-24, a healthy percentage were \$100 to \$1000, with a few that ranged \$2,500-\$4,000. Of course, the Centennial is a unique series of events, whose sponsorship goals are about 4x FLP's, so not a one-to-one comparison. At \$1,000 the benefits could be color logo ads, 4 tickets (the two higher levels could be adjusted to 8 and 6 tickets), 1/8 page ad, and social media acknowledgement,
- The \$100 level benefit could simply be a name listing on Centennial marketing.