

# Up to the task

## Big ideas, effective impact



### OUR MISSION

**We exist to promote the relevance of Cedar Lake history.** Preservation, education, economic impact, community pride, and living history are the driving factors behind our mission.

As an evolving resource and a developing economic driver for the region, **we present unique tourism experiences** that

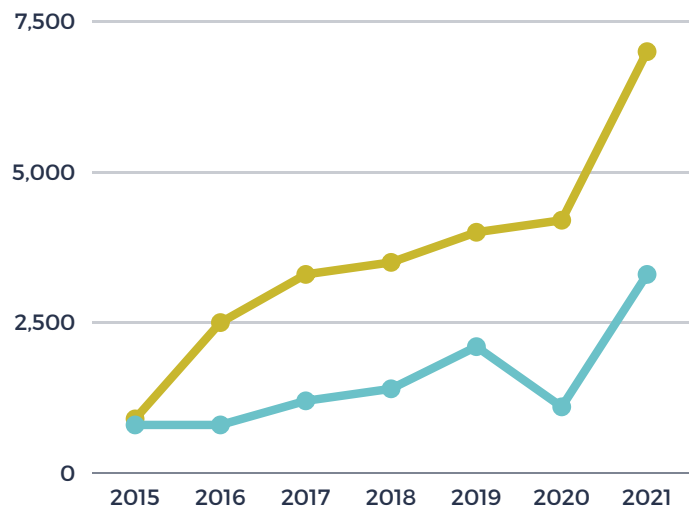
- engage guests and foster community pride within the 103-year old Lassen's Resort hotel.
- preserve recreational public access to the lake with resort history cruises.
- create lifelong memories for visitors of all ages.

### VOLUNTEERISM

The Cedar Lake Historical Association operates The Museum at Lassen's Resort **solely with volunteer labor** -- from museum staffing to construction projects. Since 2015, the number of hours served by volunteers in support of this community benefit organization has increased from 900 hours to **over 7,000 hours** in 2021.

### VISITORSHIP

Guest **attendance has grown over 300%**, from 800 visitors in 2015 to more than 3,300 in 2021. Sixty percent of our guests are visitors to Cedar Lake from communities in the Chicagoland and Northwest Indiana region.



# 100%

... of all proceeds are directed to programming for our community & building restoration.

### PROGRAM HIGHLIGHTS

- The Museum at Lassen's Resort tours
- Resort history cruises on Cedar Lake
- Networking seminars
- Community art show
- Family train show
- Guest speakers
- History presentations

# Make History with Us

Engaging our community & making memories that last a lifetime



## FREE ADMISSION DAYS

### \$500 Corporate Sponsorship Package

- Choice of 2024 Date: June 23, July 24, August 14, September 11, October 12, December 6/7
- No limit on number of guests admitted
- Option for corporate-staffed greeting / information table day of event
- Corporate banner displayed up to 2 weeks prior to day of event
- Outreach includes: Member newsletters (300 qty - repeated in 4 mailings); E-news distribution (1700 unique email addresses); Facebook co-hosted event listing (3000 followers plus special interest groups)

## SPEAKEASY SUMMER SOCIAL

### The 1920s Come Alive on the Lake

Be the cat's pajamas with our flappers and lounge lizards by underwriting our food and entertainment. Each sponsorship opportunity includes a pair of complimentary tickets

- \$700 - Professional dance performance/lesson
- \$1000 - Bar package\*
- \$1200 - Seven-piece Foxtrot band
- \$1500 - Hors d'oeuvres package\*

\*Drinks and hors d'oeuvres will be named with themes relevant to sponsoring company.



Event promotions begin immediately upon receipt of gift.

To maximize the number of impressions with our audiences, please submit your pledge and donation by January 31, 2024.

**TO DISCUSS UNIQUE OPPORTUNITIES THAT MATCH YOUR ENGAGEMENT GOALS, PLEASE CONTACT US**

**Julie Zasada, Executive Director**

**Cedar Lake Historical Association**

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