

Thank you for having events in support of LB125! Following is some very important information for how we can work together in support of these events.

1. LOGOS - All advertisements (signs, flyers, website, etc.) need to include the LB125 Logo and the Northwestern Medicine Logo. Northwestern is our 'presenting' sponsor and our agreement is that their logo is included in LB125 event materials. Please refer to the [Lake-Bluff-125-Logo-Usage-Guidelines](#) on this (website) page for information on how to use the logos. In addition, copies of the LB125 and Northwestern Medicine Logo can also be found on this (website) page. If you need different sizes or have any questions, please reach out to Wendy (wendybethwarren@gmail.com)
2. TAGLINE – Please include in your marketing materials the tagline: “This event is sponsored in partnership with the Lake Bluff 125th Anniversary Committee.”
3. FACEBOOK – Please create an event listing on your Facebook Page and add @lakebluff125 as a co-host. This will allow your event to be seen on the @lakebluff125 Facebook page. It will also allow us to share the info with other local Facebook groups such as the Chamber of Commerce. See below for a sample of the screen where you add 'co-hosts' to your Facebook event.
4. INSTAGRAM – If you have an Instagram account please tag @lakebluff125 AND tag #lb125 to your posting. This way anyone who is a follower of #lb125 on Instagram or Facebook will also see this post.
5. QR CODE – Please use our LB125 QR code, where appropriate. This will provide easy access to LB125 social media! The QR code is on this (website) page.
6. WEBSITE – We would like to include information about your event on the LB125 website. Please send information to Wendy (wendybethwarren@gmail.com) and Jennifer (jacockrel@gmail.com) Information should include the event name, date, logo or other image, and a brief description. We will also include a link to your website. Also, add a link to the LB125 website [lakebluff125.org] to your website posting.
7. POST EVENT INFO – Send post event images and information to Jillian [jchapman@lakeblufflibrary.org] so we can share it on our social media accounts.
8. SIGNAGE – We have a couple of A-Frame signs with LB125 advertising. If a sign is available, we would like to have it on display at your event. The LB125 sign is fairly generic so it can be used at multiple events. In addition, you can add your own sign (if you want) to the other side of the A-Frame (24" x 36"). Please work with Wendy [wendybethwarren@gmail.com] to arrange to borrow an A-Frame sign.
9. LB125 TABLE – Depending on the nature of your event, please consider allowing us to set up a card table and have someone from LB125 available to answer questions about LB125, sell merchandise, etc. Please connect with Wendy on this item [wendybethwarren@gmail.com].

Thank you again. If you have any questions, please reach out to me via email.

Wendy Warren

Screenshot for adding co-host to your Facebook event:

New Event by Lake Bluff turns 125 in 2020 ✕

Event Name 0 / 64

Location

Description

Category

Frequency

Starts

Ends

Co-hosts
Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

Details
Include other information for your event so people know what to expect.

Schedule

When you create an event on Facebook the Pages, Groups and Events Policies apply.