

Serving our Community

Doing it the Lou Bachrodt Way. This is a representation of past events. Check our calendar for upcoming events.



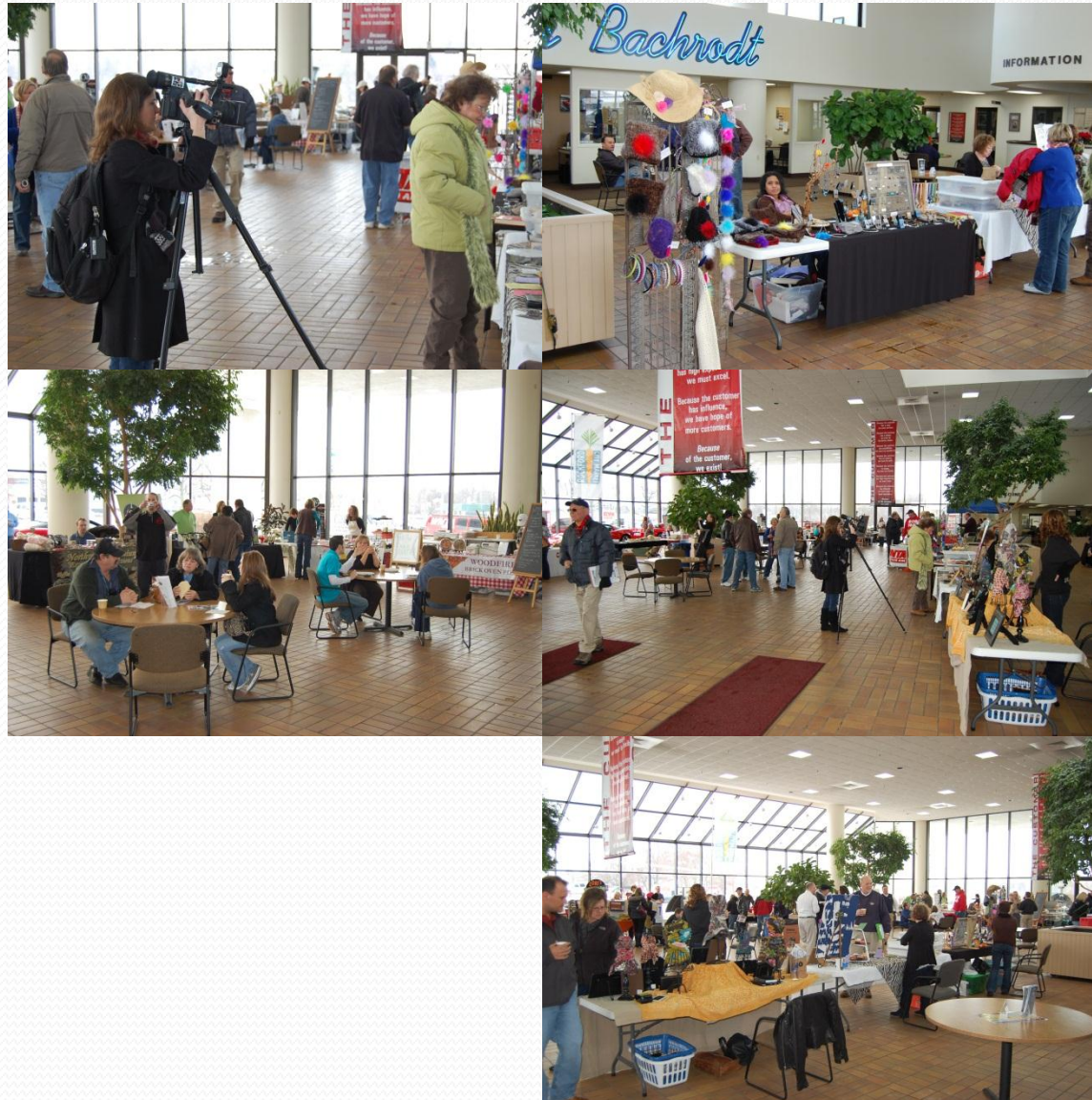
Why Community Events?

Event marketing is a soft way to help us surprise and delight potential future owners as well as our core owner base. It is designed to represent a real value to the community and get the public involved in something fun and different at our facility that they will talk about long after the actual event. It is also placed at the beginning of the month on a Saturday to help create that level of excitement that is fun for everyone. This process brings in hundreds of people every month into our facility that can get involved in something bigger than themselves and supports our community in large. Think it makes a difference? We do.....

- Supports our core beliefs; to support the community in which we live, work, and play
- Represents Value to the Community
- Fills a community need
- Brings People in that may never come here otherwise
- Creates Excitement
- Creates front of mind awareness on both our brands and our name
- Resonates long after the actual event
- Gets solid media coverage
- Raises the bar on everyone else
- And yes, people buy cars during the event...

Seasonal City Market January Event

Join us for the 1st Annual Rockford Winter Market with all proceeds going to support the Downtown Redevelopment Agency. Stop by and visit vendors like The Cheese People, Wood Fired Brick Oven Pizza, JavaMania, Bella Luna, South Padre Seafood, Northwoods Premium Confections, Rucci's Cinnamon Roasted Nuts, Very Cute, Lori's Recycled Chic, Candle Crest Soy Candles. Jewelry by Katie M, PAWS, Prairie Pure Cheese and more.



Donor Day February Event

Donor Day still carries the 52 year record for our local blood bank in most collections of blood in a single day. This annual event is still the largest in our area every year. People plan on attending it every year.



Formerly Saturn National Donor Day
Sponsored by Lou Bachrodt Auto Mall,
Q98.5 and First Northern Credit Union



Sharefest

March

The commitment to our schools continued thanks to Lou Bachrodt and First Northern Credit Union.

The 1st Annual Sharefest and Shareathon Event at Lou Bachrodt on Saturday, March 12th. Sharefest held a walkathon to raise money for Rockford Public Schools. With the budget cuts and negative coverage, the need to shed some bright light on our schools has arrived and these events did just that.

People came to Lou Bachrodt to sign up for the walk, register to win prizes from local restaurants and retailers, participate in a silent auction, and also register to win a great Grand Prize by the folks at Sharefest. For each walker that signs up, Lou Bachrodt doubled their chances to win.

People looked at before and after pictures from past projects and representatives from Sharefest were there to answer questions. Teachers and facilitators from schools that have benefited from past projects were there to tell how projects have changed their schools and student perceptions.



Spring Fling

April

This is our “Earth Day” event every year. We partnered with:

- Paper Recovery to do free document shredding.
- American Cancer Society to promote Relay for Life
- Walgreens for Photos with the Easter Bunny
- Rockford Park District on activities for summer, Birds of Prey, and Canine Corners dog park information
- Salvation Army accepted donations of clothing and home items
- Winnebago County Animal Services offered pet adoptions



SIP Kids

(Safety in Prints)

May

Notice goes out to all 20 local schools with handouts for every child. We deliver FBI quality digital fingerprints and photographs. S.I.P. Kids took a child's picture and fingerprints, using a digital inkless fingerprint capture device, and include them as part of the child's file which was then provided to the parent. The parents can use the copy they receive to turn directly over to authorities anywhere in the world to instantly aid in an investigation. We also did free child safe seat inspections and had safety activities including martial arts demonstrations for the kids. This is our only 2 day event.



Annual Dog Wash June

Annual Dog Wash benefits Noah's Ark Animal Sanctuary, PAWS Humane Society, and Rockford Career College Vet Tech Program.

Hundreds of volunteers show up to hand wash dogs to raise monies for these community organizations. It is one of our largest events every year. 40 plus vendors attend and other community agencies like Girl Scouts also get involved.

We will have between 800 to 1000 people, 200 plus dogs, all at one time on our lot and in the showroom.



Annual Dog Wash Continued

So good, you needed to see more...



Autism Awareness July Event

Every July we support families living with Autism. Marty Murphy, an adult diagnosed with Autism, shares her story in a presentation called *Finding Normal*.

Her personal success story is a great motivator for families living with this affliction.

We also invite medical professionals and organizations to give information out to help these families or anyone looking for more information.

We also have activities for kids like Bouncy Houses, Pickles the Clown, Face Painting, Yoga, and Dance.

Every year this event gets bigger and bigger.



Show of Hands

August 2011 Event

We felt it was important to let the community know we remember 9/11 and offer support to Operation Homefront who provides emergency financial and other assistance to the families of our local service members and wounded warriors.

We sponsored an event to create the billboard below and raise funds for the program.

We had two steel beams from the world trade center on display as part of a memorial being built.



Rockford Fall Fest

September

This was an end-of-the-year inside market supporting local Rockford vendors much like the January Winter Market.

Local Rockford area vendors asked for donations for a local food pantry. The public could stop by and visit vendors like Candle Crest (homemade candles), Dandy Donuts, Annie's Gifts & Home, Tupperware, Partylite, gorgeous locally-designed jewelry, Cookies By Design, Zammuto's and more! Treats from Illinois Machine Shed and Thunder Bay Grill were also donated.

There were many local vendors that offered great products and it was good exposure for them while helping the food pantry.



Pet-A-Palooza

October Adoption Event

October is National Adopt a Shelter Animal Month. Every year, Lou Bachrodt holds this event to raise awareness and foster adoptions.

Every year, this event grows larger and larger.

This last year, we had 32 vendors and rescues supporting this event.

Hundreds of local residents came to find their new family members and support Kibble Korner by donating pet food.



Health and Wellness Fair November

Lou Bachrodt hosted a Healthy Holidays clinic . Many Health Care professionals were available during the 4 hour time period with prizes and giveaways throughout the day. Booths included: HealthSource of Rockford East, Walgreen's, Anam Care Properties (Alzheimer's), Market America Vitamins, Advanced Rockford Eyecare, Sexson Orthodontics, Child Safety Seat Checks, First Northern Credit Union and more! Walgreens was on hand to issue flu and pneumonia shots for anyone ages 6 months and older.



12 Hours of Salvation Toy Drive December

Since 1997, Lou Bachrodt Auto Mall and WXXQ Radio and WIFR TV 23 have joined together to collect toys for the Salvation Army.

This is the Salvation Army's biggest event every year which distributes toys that we collect to needy children right here in our own community!

Last year, 12,600 toys were collected, and \$7,100 in cash donations were given.

The local fire department helped load and transport these toys to the distribution center.

All of these items and cash stayed local helping families in need.



12 Hours Continued

(So good, needs 2
pages)



Putting it all together.

- What we have created is a partnership with the community.
- Each event is a stand alone event that is promoted at this facility highlighting a community need or passion.
- When asked why, we give an honest response. To use our advertising dollars to invite local residents here to help in the improvement of our community and make a difference. All that we ask is when it is time for you to make a business decision, remember and shop us. We will earn your business.
- You can't live in Rockford and not know about Lou Bachrodt. We are growing our Brand and the Brands we sell in a very positive, sustaining manner.
- Who would you rather buy from?