

2011 IFEA PINNACLE AWARDS

Best Sponsor – City of Mansfield, Texas/Chesapeake Energy Corporation

In 2008, the City of Mansfield, Texas embarked on a plan to provide the growing community with a special event in celebration of the July 4th holiday. With a new public facility – Big League Dreams



Mansfield Sports Park – and the desire for the first, city-sponsored fireworks show, city leaders and staff hoped for a corporate sponsor to not only fund the event but to develop an ongoing relationship with the city to ensure long-term support and collaboration.

Enter Chesapeake Energy Corporation. Formed in 1989, Chesapeake Energy began as a small company with only 10 employees and \$50,000 in capital. It has since grown to be the second largest natural gas producer and the most active driller in the country.

Headquartered in Oklahoma City, Oklahoma, Chesapeake has focused

its operations on exploration and recovery of natural gas in North Texas, Oklahoma, Louisiana and other areas of the southeast United States.

In recent years, Chesapeake has become one of the busiest natural gas companies drilling in the Barnett Shale area of Tarrant County, which includes the City of Mansfield. In an effort to learn more about the community in which it drills and to encourage residents to learn more about its company's activities, Chesapeake began to take a more active role in community organizations and events. Its sponsorship of events and programs in Mansfield focused on areas where there were shared goals and gave the company an opportunity to foster positive relationships within the community.

Over the last several years, no other corporation or business has donated more money and time to the Mansfield community than Chesapeake Energy. In addition to the mineral royalties paid to the City of Mansfield and to the Mansfield Independent School District, the company has contributed more than \$87,000 to local organizations in the community representing support of education, health, social services and community wide events since 2007.



Chesapeake Energy serves as the title sponsor for

★ ROCKIN' 4TH ★ of July *Mansfield, Texas*



"Rockin' 4th of July," the city's annual fireworks show and community Independence Day celebration. The company also provides support for the Historic Downtown Mansfield Music Festival, the Mansfield Fall Festival, Legacy High School Drill Team Booster Club, Mansfield Cares, Mansfield Education Foundation, Mansfield Women's Club, Mansfield Area Chamber of Commerce Community Awards Gala, Mansfield ISD Council of PTAs, Rotary Club of Mansfield, Kiwanis Club of Mansfield and Stay Safe/Stay Sober Scholarship Program.

Chesapeake Energy is hailed by community leaders not only for the dollar amount contributed by the company but wide range of organizations it supports.

In 2008, Chesapeake's \$25,000 title sponsorship was the genesis of Mansfield's "Rockin' 4th of July." Held July 4,

2008, the event drew more than 8,000 spectators to Big League Dreams. Bounce houses, carnival games, food and rock-n-roll music filled the giant sports complex. A special patriotic ceremony included the Presentation of Colors and representatives of Chesapeake joined members of the Mansfield City Council in leading the crowd in the Pledge of Allegiance. The night ended with a rousing fireworks show that drew a standing ovation from the thousands in attendance.

Mansfield's "Rockin 4th of July" became one of the region's top Independence Day celebrations and was such a success, that Chesapeake committed another \$25,000 in 2009 and again in 2010 to once again serve as the event's sponsor.



seen the last three years," said Mayor David Cook. "At a time when economic challenges have forced many cities to curtail or cancel special events because of other priorities, Chesapeake has stepped up and ensured that the Mansfield citizens will enjoy an event that has grown – in just three short years – to mean a great deal to our community."

The partnership between the City of Mansfield and Chesapeake is one of the most successful in the city's history as both have worked to ensure that residents enjoy not only the festive atmosphere of community events like "Rockin 4th of July" and the Historic Mansfield Music Festival, but that important community programs like Manfield Cares – which provides support services to needy families – receive funding to continue their important work.

"Without the financial support of Chesapeake Energy, the Rockin 4th of July event would not enjoy the level of success we have

"Chesapeake has worked with the City of Mansfield because we share common goals that include investment in the community, economic development and progress of natural gas development. By working with the city we can continue to foster positive relationships, promote brand awareness and the education of Chesapeake's business goals by utilizing the benefit of direct interaction with decisions makers, the public at large and non-profit organizations.

"On behalf of all Chesapeake employees, we are proud to partner with the City of Mansfield and the many people it serves," said Kimberly Britton, community relations director for Chesapeake. "We believe a good corporate neighbor recognizes the needs of the community and fills the gaps where



possible. Therefore, we are committed to giving back to the community and sharing the rewards of the Barnett Shale. We are dedicated to enriching the community and we are extremely proud to support the City of Mansfield."