Holiday Nights of Lights

Be part of Bedford County's Dazzling Holiday Tradition



Drive-Thru Holiday Light Display at the Bedford County Fairgrounds
Featuring the Business Community of the Bedford County Region
November 29 & 30; December 1, 6-8, 13-15, 19-23, 26-30 | 6-9 p.m. nightly

Investment Opportunities & Benefits

JINGLE BELLS Presenting Partner: (EXCLUSIVE—ONLY ONE AVAILABLE) $3,500

- Featured signage at the *Holiday Nights of of Lights* event with presenting partner recognition. (Custom signs and banners produced by the Chamber Foundation & approved by sponsor.)
- Logo on cover of event flier, to be distributed to cars throughout the event
- Presenting partner recognition in all event advertising, including print, online, radio, etc.
- Most prominent position for sponsor light display as part of the attraction (display produced by sponsor.)
- First right of acceptance to renew sponsorship annually
- Twenty (20) complimentary car passes to use during event.

May be shared by two non-competing businesses at $3,000 ea.

O Christmas Tree Featured Sponsor: 3 total $2,500

- Featured signage at the *Holiday Nights of Lights* event with recognition as O Christmas tree sponsor. (Custom event banners created by Chamber and promotional banners provided by sponsor.)
- Logo featured inside event flier, to be distributed to cars throughout the month
- Tree sponsor recognition in all event advertising, including print, online, radio, etc.
- Featured space for sponsor light display as part of the attraction.
- First right of refusal to renew sponsorship after 3-year term.
- Ten (10) complimentary car passes to use during event.

Santa's Sleigh: Sponsorship of Santa's Sleigh staging area for photos: 5 total $1,000

Featured signage at the *Holiday Nights of Lights* event with recognition as Santa's Sleigh sponsor. (Custom Village light signs created by Chamber and promotional banners provided by sponsor.)

- Logo included inside event flier, to be distributed to cars throughout the month Santa's Sleigh sponsor recognition in all event advertising, including print, online, radio, etc.
- Featured space for sponsor light display as part of the attraction.
- First right of acceptance to renew sponsorship.
- Six (6) complimentary car passes to use during event.

Continued...

Holiday Nights of Lights Continued….



Deck the Halls Supporting Sponsor **$500**

* Featured signage at the *Holiday Nights of Lights* event with recognition as a Supporting Sponsor
* Sponsor recognition inside event flier, to be distributed to cars throughout the month
* Supporting sponsor recognition in all event advertising, including print, online, radio, etc.
* First right of refusal to renew sponsorship in subsequent year(s.)
* Three (3) Complimentary Car Admissions during the event.

Santa's Elves Supporting Sponsor **Decorate Your Own Spot!**

* Opportunity to feature your company or organization as part of the *Holiday Nights of Lights* attraction
* Sponsor listing inside event flier, to be distributed to cars throughout the event
* Santa's Elves sponsor recognition in all event advertising
* First right of acceptance to renew sponsorship.

(This sponsor's contribution to the event = your materials & labor to construct your display.)

NOTE: In-kind sponsorships are also available: Media, Printing, Signage, Lights, Electric, Volunteers, etc.
Please call the Chamber to discuss the terms of in-kind sponsorships on a case-by-case basis.
(Benefits will be determined based on value of partnership using the terms listed in the previous sponsorships.)

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GUIDELINES FOR HOLIDAY NIGHTS OF LIGHTS DISPLAYS

Thank you for your interest in the Holiday Nights of Lights! We're so excited to see your light display and showcase your business or organization as part of our seasonal celebration.

We've developed this guide to help you plan and install a light display that will withstand the high winds and severe weather that is likely to occur during the weeks of the event.

Please remember that while you may build your display on a fair-weather day, the winds can top 50 miles per hour at the fairgrounds, while rain, snow and ice are other potential factors which could cause damage to your display.

IMPORTANT STANDARDS TO CONSIDER with Various Types of Displays:

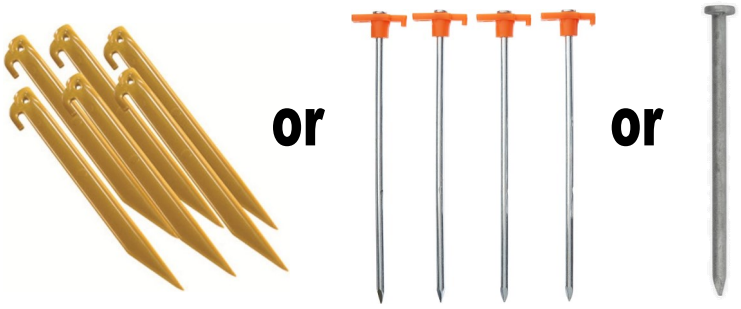
1) Please use **LED lights** as much as possible (they are cooler, conserve electricity, and last longer.)
2) Use ONLY **OUTDOOR** grade lights, extension cords, power strips, etc. While some displays may be plugged into an outlet inside a barn or other building, parts of your display will most likely be outdoors and the electric connectors MUST be protected from water, which can short-out your display and those around you. (If you supply a 50-ft extension cord for your display, we'll get the power to your display if additional cords are needed.)
3) If you use **SIGNS**, whether vinyl or wood - they must be well-connected, supported and/or braced to withstand wind. DO NOT use paper signs. Vinyl banners should have grommets to allow for safe and secure attachment to buildings, fences, vehicles, etc. with cable ties. Wood signs (billboard-style or other) MUST BE BRACED from behind (should be staked into the ground with braces and weights to provide at least a four-point anchor; they may also be braced by existing buildings or other structures with front-place weights.) Note: metal stakes for political type yard signs generally do not survive high winds - we recommend attaching them to something or using additional weights or braces to keep them in place.
4) If you use **INFLATABLES** - please make sure they are very securely anchored using tent stakes similar to those suggested on page 2. (The small metal or plastic stakes that come with most inflatables are not strong enough to withstand the severe winds we are almost certain to experience.) Make sure your tent stakes securely fasten the woven tabs sewn into most inflatables at their base. Please also use twine or cord to secure the higher points of the inflatables to minimize damage in the wind. These tabs are much stronger than the characters' parachute material and are more likely to hold the structure in place.
5) If you use **TREES** - they MUST be substantially weighted (and staked, if possible) at the base AND tied in at least 3 points with rope or cables attached to sturdy stakes or weights.
6) If you decorate (a) **VECHICLES(S)** - please let us know when you are coming so we can make sure it is placed properly. If you have inflatables inside, please leave one door unlocked so we can re-position them if needed.
7) If you use statues, figures, or other display elements with multiple pieces, please CONNECT the various pieces to one another and make sure the full structure is securely fastened to an existing barn, pole, fence, building, etc. OR, if free-standing, very securely staked/weighted.

If you have any questions, or need help securing your display, please let us know! 814.623.2233

NOTE: We reserve the right to add additional bracing, stakes, etc. to secure your display if needed.

SUGGESTED STAKES:

(9-10 in. long tent stakes with hooks or 10" landscaping nails with head)



OTHER USEFUL WEIGHTS, FASTENERS:

Bricks, Cinder Blocks, Pavers, Sand Bags - available at very low cost at construction supply stores, hardware, and some discount stores.



