
Drumheller



Festival of

Lights

NOVEMBER 16TH, 2019

3:00-7:00 PM

DOWNTOWN DRUMHELLER

2019 SPONSORSHIP PACKAGE



**BE A PART OF THE VALLEY'S KICK OFF TO THE HOLIDAY
SEASON!**

The Festival is a great opportunity for businesses and groups to showcase themselves at a free, family-friendly event. Activities include the official switch on of the community Christmas Tree lights, live entertainment, wagon rides, cookie decorating, S'mores station, late night shopping, fire pits and best of all, Santa!

The Festival of Lights Committee invites you to consider sponsoring or participating in this community event. There are a number of different sponsorship opportunities available to fit businesses of all types and sizes.

Official Sponsor Benefits

All Official Sponsors receive the following benefits, along with some extras depending on the option:

Promote yourself with Onsite Signage! Official Sponsors are welcome to:

*set up a branded tent on site *hand out promo items *display a sign on site (up to 18 square feet)

Online Exposure

*gain brand recognition with your logo and link on the Festival of Lights website.

Media Profile

* receive recognition in all the advertisements related to this event including logo in all print newspaper, ads, flyers and posters. You will also receive an 'Official Sponsor' Festival of Lights poster for your business.



Official Sponsor Options

NEW: Firelight Show Sponsor! \$1000 (2 Available)

We have the opportunity to bring *Indigo Circus* to the Festival of Lights for an amazing show including roving LED artists and a fire show!

Cookie Decorating Station- \$600- FILLED

Two options- provide us \$600 to purchase the cookies, icing and sprinkles, or provide \$600 worth of these items. This station will be branded with your business name.

S'more Station - FILLED

Provide an in-kind or \$\$ donation to sponsor and host this branded activity station. This station will be branded with your business name.

Santa & Mrs Claus Photo Op Station - \$350 - FILLED

The Photos with Santa & Mrs Claus will be branded with your business name.



Craft Station Sponsor- \$350

The kids craft station will be branded with your business name. *Bonus- you can be at the station to meet and greet!*

Pony Rides Sponsor- \$350 (NEW!)

The pony ride station will be branded with your business name. *Bonus- you can be at the station to meet and greet!*

Shinny Sponsor- \$350 (NEW)

The pop-up rink will be set up in the Downtown Plaza and open for public play. Sponsor it and you can host the rink!

To pull off an event of this size we need the help of volunteers! If you are looking to contribute in a different way, why not help by letting employees volunteer time and energy as your form of sponsorship. We have two different options that give you all the benefits of either an Official Sponsor or Festival Friend.

4 Volunteers x 4 hours = Official Sponsor

2 Volunteers x 4 hours = Festival Friend.

**VOLUNTEERS:
WE VALUE
IN-KIND**



Festival Friends Opportunities



All Festival Friends will have their business logo on the event website, as well as in some print materials. There are also some unique benefits associated with each opportunity!



Fire Pits (Manned) \$200- \$300

A total of 18 fire pits are available for sponsorship.

***Premium Pits** are \$300, these are the 3 closest to the tree at the 4-way stop. The remaining pits are \$200.

This opportunity requires a **minimum of one person to man the fire pit**. Use this prime opportunity to greet and interact with attendees. We encourage you to hand out some type of festive treat (e.g. free hot chocolate, apple cider, cookies, etc as well as promotional items.) Company banners or signage are also welcome to a maximum size of 18 square feet. Fire pits and wood are supplied by the Town. **Please note: treats MUST be discussed with event coordinators in advance so they can be cleared with the Public Health Inspector.**

Glow in the Dark Station (Manned) \$300 - FILLED

A hit with the kids, hand out glow sticks to help light up the night. A tent with company logo or banner works best for this. Your tent location along with your company name will be on the site map to identify your location. **We'll provide the glow sticks*

Rising Star Sponsor- \$150

Help us pay some fantastic up and coming musicians! Your business name will be listed with the act you sponsor in the event schedule.

Products and Services In Kind \$250+

This event uses a variety of equipment, supplies, and contracted services. If you have something to donate to the event that we need, we can value it toward your sponsorship. Examples include lighting, sound equipment, and media support.

Do you have a sponsorship idea that's not in this package? We'd love to hear it!

**Secure your sponsorship today! 403-823-8100
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Questions?

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