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# *Drumheller* *Festival of* *Lights*

NOVEMBER 17TH, 2018

4:00-8:00 PM

DOWNTOWN DRUMHELLER

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2018 SPONSORSHIP  
PACKAGE



## 2018 SPONSORSHIP OPPORTUNITIES

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### BE A PART OF THE HOLIDAY CELEBRATIONS IN DRUMHELLER

The Festival Of Lights is the Drumheller valley's annual kickoff 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!

Drumheller Valley FCSS and the Drumheller Chamber of Commerce, local businesses and service groups invite 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.

#### FIREWORKS SPONSORS

The fireworks will wrap up the evening and are a favorite for all ages. Sponsors are invited to place **banners, tents or other signage** at our entertainment stage, and will receive recognition during radio interviews for the event, along with their logo included on all printed materials and on the event webpage.

Choose from two different sponsor options:

**Platinum** \$1000- *FILLED- thank you Canalta Hotels!*

**Gold** \$500- 2 available.



#### VOLUNTEER- WE VALUE IN-KIND

To pull off an event of this size we will need the help of numerous volunteers! If you are looking to contribute in a different, but powerful 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, as laid out on the following page.



4 Volunteers x 8 hours = Official Sponsor

2 Volunteers x 8 hours = Festival Friend.



Secure your sponsorship today! 403-823-1315

[aharrison@dinosaurvalley.com](mailto:aharrison@dinosaurvalley.com)

Sponsor one of these fun, popular stops located downtown.

# Official Sponsor Opportunities

### Promote yourself with Onsite Signage

- \*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 event website.

### Media Profile

- \* receive recognition in all the advertisements related to this event including logo in all print newspaper, ads, flyers and posters.

### Cookie Decorating Station

Provide an in-kind or \$\$ donation to sponsor this branded activity station. For \$600 in cookie decorating supplies (cookies, icing, sprinkles) you'll have the station named after your business; plus you qualify for all the benefits of an Official Sponsor listed on the left. **\*FILLED- Sponsored by Hi-Way 9.**

### S'more Station - **FILLED**

Provide an in-kind or \$\$ donation to sponsor this branded activity station. For your contribution of \$500 in supplies for the S'mores Station, your business will receive all the Official Sponsor benefits to the left, plus this station will be branded with your business name. **\*FILLED- Sponsored by Canalta.**

### **\*NEW- Craft Station Sponsor**

Same as the above- for \$500, you get all the Official Sponsor benefits to the left, and the kids craft station will be branded with your business name.

# Festival Friends Opportunities

All sponsors will have their business listed on the event web page, as well as in some print materials. There are also some unique benefits associated with each opportunity!

### Glow in the Dark (Manned) \$300

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.

### Products and Services \$250+

This event uses a variety of equipment, supplies, and contracted services. If you have something that we need, we'll value it toward your sponsorship. Example include generators, sounds equipment, fencing, performers, drafts and activity supplies.

### 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 treat (e.g. free hot chocolate, apple cider, or festive treats 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.**

**\*\*Premium Fire Pits are SOLD OUT**

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# Questions?

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