



Photos Provided By: Jeff Koehn

2017 Sponsorship Package



History of the event

For over 25 years the southwest Florida holiday season officially begins on the first Saturday of December when over **20,000** people gather for the largest celebration between Tampa and Miami. The Holiday Festival of Lights is a Cape Coral heritage event.

The Holiday Festival of Lights is the **FEEL GOOD** event of the year held on Cape Coral

Parkway in Downtown Cape Coral. It's over 3/4 of a mile of holiday attractions, performances, vendors, food, and refreshments to ring in the season.

The stars of the event are the official lighting of the city Christmas tree and the arrival of Santa Claus. Dignitaries and major sponsors are included in the tree lighting ceremony, Santa then arrives to light the tree and meet the children that includes **FREE** pictures with Santa.

Other attractions includes Kidz Street; a **FREE** play area for children with various inflatable slides, bounce houses, and obstacle courses along with children's activities and a stage with live band performances.

Also, there will be a **FREE** Tiny Tots Train ride where children ride through an Elf workshop area where they will be able to create Christmas crafts & gifts.

Throughout the 3/4 mile event will be 3 Holiday performance stages with over 21 local dance troupes, schools, choirs and others performing their holiday programs.

The Holiday Festival of Lights will have over 100 sponsors and vendors that will line the Parkway many offering **FREE** gifts and registration for prizes, along with 3 food courts providing a multitude of festival food to everyone in attendance.

The Holiday Festival of Light is the "biggest small town holiday celebration" in the country and should not to be missed.





Attendance & Demographics

Event Attendance:
25,000 + persons

Cape Coral Total Population:
180,303 persons

Event Target Demo:
All Ages

Cape Coral Adults 20-54:
71,110 persons
43.6% of Total Population

Cape Coral Children age 00-19:
38,653 persons
23.7% of Total Population

Event Target Demo Total:
102,750 persons
62.3% of Total Population





Event Charity & Non-Profits



Gift Basket Auction

Since 2004 the Chamber of Commerce of Cape Coral's Education Committee has conducted this auction that has raised over **\$20,000 Dollars** in scholarships for local high school seniors.

Not In My City . Org

Not In My City is an organization that mobilizes people to be a transforming presence in their local community. Whether we're partnering with local organizations making a difference or creating new ministries where we discover gaps in coverage, we believe in the power of one. One person who volunteers one hour a week can result in one changed city. Not In My City sponsors the **FREE** Kidz Street Area where children can play on 7 inflatable attractions. Live bands also perform throughout the night.

Free Tiny Tots Train Ride

The Kiwanis Club of Cape Coral has sponsored this **FREE** attraction for over 5 years. They pass out books, dictionaries, and stuffed animals to all the riders.

3 Holiday Performance Areas

There are 3 performance areas throughout the event that allow local schools, churches, dance troupes and choirs to perform for **FREE** and promote their organizations. Here is a list of the organizations who

performed last year. Lee County Drill Team, Hey baby Dance Team, Gulf Elementary Kindergarten Choir, Lariats & Lace Dance team, Robin Dawn Academy, Hot Flashz Dance Troupe, Pine Island Dance Studio, Rhythm in Motion, Maranatha Dance, Lisa Lynn Dance World, Kellyn Celtic Arts Irish Dance, Calendar Girls, Cape Coral Academy of Music, Cape Coral Elementary Choir, Oasis Chart School Singers, Kobayashi Dojo, Cape Youth Twisters, Dance Dimensions Show Troupe, Cape Coral Christian Worship Band and Vineyards Church Worship Band.

Additional Charity Opportunities

The event takes place along Cape Coral Parkway with local shops and businesses participating. Many open their doors in support of scout troupes, churches, schools and non profit organizations. In addition, other non profits and charities such as Lee Memorial Healthcare System, Lee County Elections, Vineyards Community Church, Trinity Lutheran Church, Relay For Life, Oasis Middle School PTO, Mariner High School Technology Team, Florida Repertory Theatre, and Lifeline Family Center secured vendor space at last years event.

Event Sponsorship

Marketing



Television

FOX 4

Radio

Lite 93.7

Arrow94.5

Newspaper

The News-Press

The Daily Breeze

Outdoor

Lamar Billboard

Bridge Banner

Internet

Capecoral.com

Social Media

Chamber

Event Poster & T-Shirts

Chamber Trends Monthly E-magazine

E-Trends weekly newsletter

Event forms & applications

Chamber Lunch Power Point Slide

Event emails

Media Press Releases

Welcome Center TV Ad

At Event

Customized Event Space

Banner Space

Event Signage & Stage Announcements

Tree Lighting Ceremony Speech



2017 Sponsorship Levels

Major - \$5,000

Includes Logo on: Prism TV Commercial, The News-Press Ad, The Daily Breeze Ad, Event Poster, Event Application Forms, Trend Ads (2 Months), E-Trend Ads (4 Weeks), Chamber Luncheon Slide, Name in text on Event Emails, Also included: Mention on Performance Stages, Mention at Tree lighting ceremony, 10x10 Tent, 2 Tables & 4 Chairs, Lights & electrical access and Banner hung in event

Supporting - \$2,500

Includes: The News-Press Ad (text), The Daily Breeze Ad (text), Event Poster (Small Logo), Trend Ads (2 Months-text), E-Trend Ads (4 Weeks-text), Luncheon Slide (text), Name in text on Event Emails, Mention on Performance Stages, Mention at Tree lighting ceremony, 10x10 Tent, 2 tables & 4 chairs, Lights & electrical access and Banner hung in event

Event Performance Area - \$1,000 (Only 3 available)

Includes: Web Sponsor Page Text/link, Poster (text), Name in text on Event Emails, Mention on Performance Stages, 10x10 Tent at Performance Stage, 1 Table & 2 chairs, Lights & electrical access and Banner hung in event

Promotional - \$500 (only 10 available)

Web Sponsor Page Text/link, Poster (text), Name in text on Event Emails, Mention on Performance Stages, 10x10 Space, Electrical access and Banner hung in event

Light up the Parkway—\$250

Web Sponsor Page Text/link, Poster (text), Name in text on Event Emails, Mention on Performance Stages, and company logo on sign in “Light up the Parkway” area.

Banner—\$99

Banner provided by company displayed in event. Name in text on bottom of poster.



SPONSORSHIP APPLICATION

Please select all that apply:

- Major \$5,000
- Supporting \$2,500
- Event Performance Area \$1,000
- Promotional \$500
- Light up the Parkway \$250
- Banner Sponsor \$99

Total amount due for sponsorship: \$ _____

*Please make sure all checks are made out to: **Chamber of Commerce of Cape Coral**
Payment and banners for all sponsorships is due no later than December 1st, 2017
All logos must be submitted with signed sponsorship application.*

Company Name

Contact Name

Contact Title

Company Address (including city, state, zip)

Phone Number

Email Address

Fax Number

Payment Type: (please check one)

Check

Cash

Credit Card

Card Number

Expiration Date

CVV Code

Zip Code

Type of Card

Name on card

Authorized Signature

Date

Send completed form to: Annette@capecoralchamber.com Fax to: 239-549-9609 or mail to 2051 Cape Coral Parkway E, Cape Coral, Florida 33904 ATTN: Holiday Festival of Lights
Contact Annette at (239) 549-6900 x111 for additional details

