

The Summerland Chamber of Commerce is pleased to present...

Summerland's 28<sup>th</sup> Festival of Lights

November 27, 2015

Sponsorship Opportunities



[www.summerlandlightup.com](http://www.summerlandlightup.com)

## CHRISTMAS IN THE COUNTRY!

The 28<sup>th</sup> Annual Summerland Festival of Lights will take place Friday, November 27<sup>th</sup>, 2015 in Downtown Summerland.

This Festival attracts thousands of people from around the Okanagan Valley and beyond, to enjoy great food and entertainment, and to be inspired by the lights and ambiance of Summerland's intimate downtown streets.

**Festival of Lights has rightly become known as the official start of the holiday season in the Okanagan.**

It's not surprising that in November 2014, there were more than 14,000 visits to [www.summerlandlightup.com](http://www.summerlandlightup.com), a 25% increase from 2013. And the visits to this site are already beginning for 2015. We also have more than 2500 Facebook friends for Summerland Festival of Lights and it's growing.

**This year's "Light-up" theme is Country Christmas!** Main Stage will come alive with country music performances by leading BC Country Artists. The streets will be packed with festival goers enjoying colourful Street performers, children's entertainment, amazing food, dramatic ice sculptures, the official light-up countdown, jaw-dropping fireworks and more.

This event will be strongly marketed throughout the Okanagan and BC. Media involvement will include extensive on-line, print and radio promotion. Posters will be placed around Summerland, Penticton, Peachland and Kelowna that will feature sponsor names and logos.

Make sure you are part of this highly visible community event as a Festival of Lights sponsor!



**Gold Sponsor**

**\$1,000**

**FEATURED BENEFITS**

- Your company logo will be featured on the front page sidebar of the official Festival of Lights website, with a live link to your company website or Facebook page.
- Your company Logo on the official Festival of Lights poster, which is emailed to 15,000 Tourism Summerland newsletter subscribers. Hundreds more posters are distributed throughout the Okanagan Valley.
- Two free business-to-business e-blasts, directed to the Chamber membership list.
- MC recognition at Main Stage on November 27, and in local print media.
- Promotion of your event through the Festival's social media channels.
- A large poster recognizing your business as a Gold Festival Sponsor.
- Light-up LED head gear for you to wear on Light-up Night.



**Silver Sponsor**

**\$600**

**FEATURED BENEFITS**

- Your company's name will appear on the official Festival of Lights poster as a Silver Sponsor.
- Your company's logo will appear as a Silver Sponsor in sponsorship section of the official light-up website, with a live link to your company website or Facebook page.
- One free business-to-business e-blasts, directed to the Chamber membership list.
- Promotion of your event through the Festival's social media channels.
- MC recognition at Main Stage on November 27, and in local print media.
- A large poster recognizing your business as a Silver Snowflake Sponsor.
- Light-up LED head gear for you to wear on Light-up Night.



## **White Sponsor**

**\$250**

### **FEATURED BENEFITS**

- Your company's name will appear as a festival sponsor on the official light-up website.
- Promotion of your event through the Festival's social media channels.
- A large poster recognizing your business as a White Snowflake Sponsor.
- Light-up LED head gear for you to wear on Light-up Night.

For further information, and to discuss your sponsorship opportunity, please contact:

**Communications & Membership  
Coordinator**

Vicky Jones  
250.494.2686 or  
[membership@summerlandchamber.com](mailto:membership@summerlandchamber.com)

**Executive Director, Summerland  
Chamber of Commerce**

Christine Petkau  
250.494.2686 or  
[cpetkau@summerlandchamber.com](mailto:cpetkau@summerlandchamber.com)

And visit our website at: [www.summerlandlightup.com](http://www.summerlandlightup.com)



**28<sup>th</sup> Annual Summerland Festival of Lights Sponsorship**

**SPONSORSHIP FORM**

<b>Business Name:</b>	
<b>Sponsorship Level (Gold/Silver/White)</b>	
<b>Contact Person:</b>	
<b>Address:</b>	
<b>City:</b>	
<b>Province:</b>	<b>Postal Code:</b>
<b>Telephone:</b>	<b>Email:</b>

**Payment schedule: Please forward payment for your sponsorship by October 30, 2015.**

Please make your cheque payable to the Summerland Chamber of Commerce.

15600 Highway 97, P.O. Box 130, Summerland, BC V0H 1Z0

Attention: Vicky Jones

P. 250-494-2686, Fax: 250-494-4039

Email your logo to Vicky Jones at [membership@summerlandchamber.com](mailto:membership@summerlandchamber.com)

(Please keep a copy of this form for your records and submit a copy with your payment)