

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

Summerland's 30th Festival of Lights

November 24, 2017

Sponsorship Opportunities



www.summerlandlightup.com

The 30th annual Summerland Festival of Lights will take place Friday, November 24th, 2017 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.

And we have the stats to prove it!

- We had our best ever attendance with more than 7,000 guests on the streets of Summerland at Light Up 2016
- We had a 57% increase in vendors over the previous year
- There were more than **24,000 page views** of the www.summerlandlightup.com website in November alone, a **15% increase** from 2015. This is an average of **800 page views per day**.
- On **Light-up day** itself in **2016** we had **5,850** visits to the site.
- We also have more than **3,500 Facebook friends** for Summerland Festival of Lights, and it grows each year.

This year's "Light-up" Main Stage will come alive with music performances by leading BC 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 throughout November. 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!

2017 Sponsorship Opportunities



Platinum Sponsor

\$2,000

FEATURED BENEFITS

- A tailored activity/property developed by the Chamber with high visibility on the festival site (Main St./Victoria Rd.)
- The opportunity to place sponsor branding (banners/signs) at the activity/property location.
- Additional recognition as sponsor of the activity/property on promotional materials throughout November and on-site on the night.
- Your company logo will be featured on the website's sidebar on every page of the official Festival of Lights website, with a live link to your company's website or Facebook page.
- Your company logo on the official Festival of Lights poster, which is emailed to over 7,000 contacts, including Tourism Summerland newsletter subscribers, Chamber members, and other local organizations. Hundreds more posters are distributed throughout the Okanagan Valley.
- MC recognition at Main Stage on November 24, and in local print media.
- The opportunity for your company to have a booth on the street with an activity providing additional exposure and direct audience contact.
- Promotion of your on-site activity through the Festival's social media channels, as well as additional promotion through the Summerland Chamber and Tourism Summerland social media platforms.
- A large poster recognizing your business as a Platinum Festival Sponsor.
- Logo recognition in a prominent position on the sponsor board in a high traffic location during the festival.
- Logo recognition in print advertising in Summerland Review, Penticton Herald, and Penticton Western News during November.
- Signage, banner or other agreed upon recognition at your sponsored activity.
- Name recognition on the website whenever your sponsored activity is mentioned.
- Name recognition in articles and press releases whenever your sponsored activity is mentioned.
- Name recognition in social media posts or e-blasts whenever your sponsored activity is mentioned.
- The right to promote your business as a Summerland Festival of Lights sponsor.
- Light-up LED head gear for you to wear on Light-up night.
- One year's enhanced listing on the Summerland Chamber website, including expanded text, video, images, and additional links to targeted pages on your website.

- Two free business-to-business e-blasts, directed to the Chamber membership and associate list of over 700 contacts (restrictions apply).
- Invitation to the Mayor's reception on Light Up evening



Gold Sponsor

\$1,000

FEATURED BENEFITS

- Your company logo will be featured on the website's sidebar on every page 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 over 7,000 contacts, including Tourism Summerland newsletter subscribers, Chamber members, and other local organizations. Hundreds more posters are distributed throughout the Okanagan Valley.
- MC recognition at Main Stage on November 24, and in local print media.
- The opportunity for your company to have a booth on the street with an activity providing additional exposure and direct audience contact.
- Promotion through the Summerland Chamber, Tourism Summerland, and Festival of Lights social media platforms.
- A large poster recognizing your business as a Gold Festival Sponsor.
- Logo recognition in a prominent position on the sponsor board in a high traffic location during the festival.
- Logo recognition in print advertising in Summerland Review, Penticton Herald, and Penticton Western News during November.
- Light-up LED head gear for you to wear on Light-up night.
- One year's enhanced listing on the Summerland Chamber website, including expanded text, video, images, and additional links to targeted pages on your website.
- Two free business-to-business e-blasts, directed to the Chamber membership and associate list of over 700 contacts (restrictions apply).
- Invitation to the Mayor's reception on Light Up evening



Silver Sponsor

\$600

FEATURED BENEFITS

- Your company logo will appear as a Silver Sponsor in the sponsorship section of the official light-up website, with a live link to your company website or Facebook page.
- Your company's name will appear on the official Festival of Lights poster as a Silver Sponsor.
- MC recognition at Main Stage on November 24, and in local print media.
- A large poster recognizing your business as a Silver Sponsor.
- Name recognition on the sponsor board in a high traffic location during the festival.
- Promotion online of any on-site activity you put on during Light-up night (an additional vendor fee will apply for on-street activities).
- Light-up LED head gear for you to wear on Light-up night.
- One free business-to-business e-blast, directed to the Chamber membership and associate list of over 700 contacts (restrictions apply).



White Sponsor

\$300

FEATURED BENEFITS

- Your company logo will appear as a festival sponsor in the sponsorship section of the official light-up website, with a live link to your company website or Facebook page.
- Promotion of your on-site activity through the Festival's social media channels.
- A large poster recognizing your business as a White Sponsor.
- Promotion online of any festive activity you put on during Light-up night (an additional vendor fee will apply for on-street activities).
- Light-up LED head gear for you to wear on Light-up night.

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

Event Coordinator
Summerland Chamber of Commerce
Chelsea Fredericks
250.494.2686 or
events@summerlandchamber.com

Executive Director
Summerland Chamber of Commerce
Christine Petkau
250.494.2686 or
cpetkau@summerlandchamber.com

Visit our website at: www.summerlandlightup.com



30th Annual Summerland Festival of Lights Sponsorship

SPONSORSHIP INTEREST FORM

Business Name:	
Sponsorship Level (Platinum/Gold/Silver/White/Other)	Sponsorship Amount (\$)
Contact Person:	
Address:	
City:	
Province:	Postal Code:
Telephone:	Email:
Website OR Facebook Page:	

Payment schedule: Please forward payment for your sponsorship by October 13, 2017.

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

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

Attention: Chelsea Fredericks

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

***Email your logo to Chelsea Fredericks at events@summerlandchamber.com**

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