

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



November 28, 2014  
Sponsorship Opportunities



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

## CHRISTMAS (AND SUMMERLAND) ROCKS!

The 27<sup>th</sup> Annual Summerland Festival of Lights will take place Friday, November 28<sup>th</sup>, 2014 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 2013, there were nearly 11,000 visits to

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

**This year's "Light-up" theme is Christmas Rocks!** Main Stage will come alive with Rock n' Roll performances inspired by Rock n' Roll through the decades. 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 a special fire dancing performance.

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. The promotional period will begin six weeks prior to the event.



2014 Sponsorship Opportunities



## **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 28, 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.
- Four free light-up LED head gear for you and your staff to wear on Light-up Night.



## **Silver Sponsor**

**\$500**

### **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 28, and in local print media.
- A large poster recognizing your business as a Silver Snowflake Sponsor.
- Two free light-up LED head gear for you and your staff 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 Gear: Two free light-up head gear for you and your staff to wear on Light-up Night.

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

**Membership Services and Events  
Coordinator**

Sophia Jackson  
250.494.2686 or  
[membership@summerlandchamber.com](mailto:membership@summerlandchamber.com)

**Manager, Summerland Chamber of  
Commerce**

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

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





**27<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 15, 2014.**

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

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

Attention: Sophia Jackson

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

Email your logo to Sophia Jackson 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)