



PRESENTS

31st Annual Festival of Lights

November 30, 2018

Sponsorship Opportunities



www.summerlandlightup.com

The Summerland Festival of Lights attracts thousands of people from all over the Okanagan Valley and beyond. Festival goers come year after year to enjoy great food, amazing entertainment and tons of family fun all while being inspired by the holiday lights and ambiance of Summerland's intimate downtown streets.

**In the Okanagan...The Summerland Festival of Lights
is THE official start to the Holiday Season!**

Becoming a Summerland Festival of Lights Sponsor will give your business an incredible return on your sponsorship investment. Your Sponsorship Agreement will give you a real bang for your marketing buck, boost your brand reach and supplement your print and online marketing efforts.

This event will be strongly marketed throughout the Okanagan and BC for the whole month of 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.

Did You Know?

- We had our best ever attendance with more than 9,000 At The Summerland Festival of Lights 2017
- We had a 67% 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 2016. This is an average of **800 page views per day**
- On **Light-up day** itself in **2017** we had **7,037** visits to the site
- We also have more than **3,900 Facebook friends** for Summerland Festival of Lights, and it grows each year

"Light-up" guests will pack the streets and the Main Stage will come alive with musical performances by leading BC artists. Festival goers will also take pleasure in colourful street performers, children's entertainment, a huge selection of food vendors, ice sculptures, the official light-up countdown, jaw-dropping fireworks, and much, much more!

**Don't miss out on the opportunity to be a part of this highly visible community event as a
Summerland Festival of Lights Sponsor!**

2018 Sponsorship Opportunities



PLATINUM SPONSOR \$2,000

Featured Benefits

- A tailored activity/property developed by the Summerland Chamber of Commerce with high visibility on the festival site (Main St./Victoria Rd.)
- Your company logo will be featured on the sidebar of 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 promotional materials and 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
- Several MC live recognitions at Main Stage on event night
- 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 of Commerce and Tourism Summerland social media platforms throughout November 2018
- 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 2018
- 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 enhanced listing on the Summerland Chamber of Commerce website, including expanded text, video, images, and additional links to targeted pages on your website
- Two free business-to-business e-blasts (1 x 2018 & 1 x 2019), 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 sidebar of 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 promotional materials and 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
- Several MC live recognitions at Main Stage on event night
- 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 of Commerce, 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 2018
- Light-up LED head gear for you to wear on Light-up night
- One year enhanced listing on the Summerland Chamber of Commerce website, including expanded text, video, images, and additional links to targeted pages on your website
- Two free business-to-business e-blasts (1 x 2018 & 1 x 2019) directed to the Chamber of Commerce 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 of Commerce 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
Lisa Sanders
250.494.2686 or 604.313.6533
events@summerlandchamber.com

Accounting/Admin
Summerland Chamber of Commerce
LeeAnn MacNeil
250.494.2686
accounting@summerlandchamber.com

Visit our website at: www.summerlandlightup.com



31st Annual Summerland Festival of Lights

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:	

Please forward payment for your sponsorship by October 1, 2018

Please make your cheque payable to: **Summerland Chamber of Commerce**
15600 Highway 97, P.O. Box 130, Summerland, BC V0H 1Z0
Attention: Lisa Sanders
P : 250-494-2686 C : 604.313.6533 Fax: 250-494-4039

*Email your logo to Lisa Sanders at events@summerlandchamber.com

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