



32nd Annual
Festival
of Lights

November 29, 2019

Sponsor Partnership Opportunities

www.summerlandlightup.com

The *Summerland Festival of Lights* is an Okanagan must attend tradition that attracted over ten thousand locals and visitors from up and down the valley last year.

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!**

The *Summerland Festival of Lights* is truly a community event that we can all take pride in the amazing, unqualified success of **our** festival. The Festival of Lights is only possible with the partnership, cooperation, and support of local businesses, organizations, and individuals.

We know that local businesses are constantly being asked for support and financial assistance from a plethora of worthy groups and activities. The Festival of Lights works diligently to ensure partnerships have a demonstrable value along with a palpable recognition of the much appreciated support on a variety of communication platforms, printed material, advertising and at the event.

The Summerland Festival of Lights has numerous Partnership Sponsor opportunities at many levels to provide your business a good return on your sponsorship investment.

This event is extensively marketed throughout the Okanagan on a multitude of platforms. Media involvement will include extensive on-line, print and radio promotion. Posters will be placed around Summerland, Penticton, Peachland and Kelowna featuring sponsor names and logos.

The Festival of Lights gets bigger and better every year.

- More than 10,000 attended the 2018 event
- There were more than 24,000 page views of the summerlandlightup.com website in November 2018 alone
- The day of the 2018 Festival the website had over 9000 distinct visitors
- The Festival of Lights Facebook page has over 4000 followers



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2019 Sponsorship Opportunity



DIAMOND SPONSOR

\$5,000

Benefits

- ◆ Your company logo will be featured on the sidebar of every page of the Festival of Lights website with a link to your website
- ◆ Your logo and recognition as an Elite Diamond Sponsor on all promotional materials including the Festival of Lights poster
- ◆ Your logo and recognition as an Elite Diamond Sponsor on hundreds of posters distributed throughout the Okanagan
- ◆ Enhanced Master of Ceremony recognitions on the Main Stage
- ◆ Complementary booth or activity space on Main Street
- ◆ A large sign recognizing your business as an Elite Diamond Sponsor
- ◆ Extra large logo recognition on the sponsor boards placed around the festival
- ◆ Maximum recognition on all of the social media, print, and radio platforms used to promote the Festival
- ◆ Promote your business as a Diamond Partner of the Festival of Lights
- ◆ Light-up LED head gear for you to wear on Light-up night
- ◆ Invitation to the Mayor's exclusive reception on Light Up evening
- ◆ Three Chamber of Commerce e-blasts to over 850 businesses and organizations

For additional information and to discuss your sponsorship opportunity please contact:

Lisa Sanders

Events Coordinator

Summerland Chamber of Commerce

250.494.2686 office

events@summerlandchamber.com

www.summerlandlightup.com

2019 Sponsorship Opportunity



PLATINUM SPONSOR \$2,000

Benefits

- Your company logo will be featured on the sidebar of every page of the Festival of Lights website with a link to your website
- Your logo and recognition as a Platinum Sponsor on all promotional materials including the Festival of Lights poster
- Your logo and recognition as a Platinum Sponsor on hundreds of posters distributed throughout the Okanagan
- Master of Ceremony recognitions on the Main Stage
- Complementary booth or activity space on Main Street
- A large sign recognizing your business as a Platinum Sponsor
- Large logo recognition on the sponsor boards placed around the festival
- Recognition on all of the social media, print, and radio platforms used to promote the Festival
- Promote your business as a Platinum Partner of the Festival of Lights
- Light-up LED head gear for you to wear on Light-up night
- Invitation to the Mayor's reception on Light Up evening
- Two Chamber of Commerce e-blasts to over 850 businesses and organizations

For additional information and to discuss your sponsorship opportunity please contact:

Lisa Sanders

Events Coordinator

Summerland Chamber of Commerce

250 494 2686 office

events@summerlandchamber.com

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2019 Sponsorship Opportunity



GOLD SPONSOR \$1,500

Featured Benefits

- Your company logo will be featured on the sidebar of the main page of the Festival of Lights website with a link to your website
- Your logo and recognition as a Gold Sponsor on all promotional materials including the Festival of Lights poster
- Your logo and recognition as a Gold Sponsor on hundreds of posters distributed throughout the Okanagan
- Master of Ceremony recognitions on the Main Stage
- Complementary booth on Main Street
- A sign recognizing your business as a Gold Sponsor
- Logo recognition on the sponsor boards placed around the festival
- Recognition on all of the social media, print, and radio platforms used to promote the Festival
- Promote your business as a Gold Partner of the Festival of Lights
- Light-up LED head gear for you to wear on Light-up night
- Invitation to the Mayor's reception on Light Up evening
- One Chamber of Commerce e-blasts to over 850 businesses and organizations

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2019 Sponsorship Opportunity



SILVER SPONSOR \$1000

Featured Benefits

- Your company logo will be featured on the sidebar of the secondary pages of the Festival of Lights website with a link to your website
- Your logo and recognition as a Silver Sponsor on all promotional materials including the Festival of Lights poster
- Your logo and recognition as a Silver Sponsor on hundreds of posters distributed throughout the Okanagan
- Master of Ceremony recognition on the Main Stage
- A sign recognizing your business as a Silver Sponsor
- Logo recognition on the sponsor boards placed around the festival
- Recognition on all of the social media, print, and radio platforms used to promote the Festival
- Promote your business as a Silver Partner of the Festival of Lights
- Light-up LED head gear for you to wear on Light-up night

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2019 Sponsorship Opportunity



WHITE SPONSOR \$500

Featured Benefits

- Your company logo will be featured on the sidebar of the secondary page of the Festival of Lights website with a link to your website
- Your logo and recognition as a White Sponsor on all promotional materials including the Festival of Lights poster
- Your logo and recognition as a White Sponsor on hundreds of posters distributed throughout the Okanagan
- Master of Ceremony recognition on the Main Stage
- Logo recognition on the sponsor boards placed around the festival
- Recognition as a White Sponsor on all of the social media, print, and radio platforms used to promote the Festival
- Promote your business as a White Partner of the Festival of Lights
- Light-up LED head gear for you to wear on Light-up night

For additional information and to discuss your sponsorship opportunity please contact:

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