

35TH ANNUAL SUMMERLAND FESTIVAL OF LIGHTS

NOVEMBER 25, 2022

SPONSOR PARTNERSHIP OPPORTUNITIES



Festival of Lights

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 in 2019.

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.

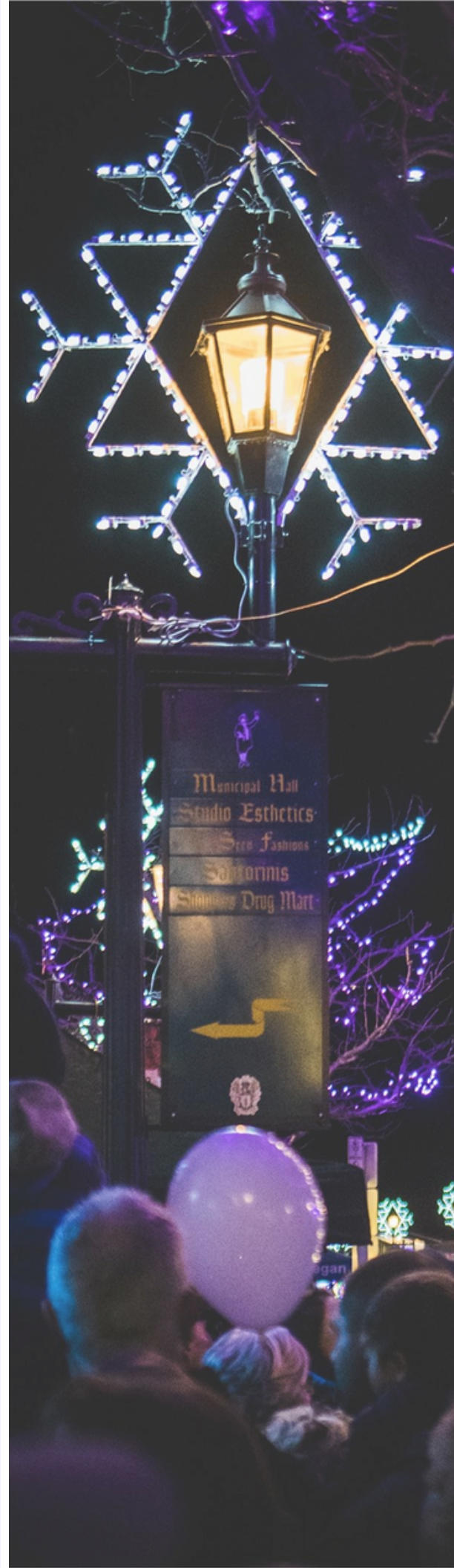
We know that local businesses are constantly being asked for support and financial assistance from a plethora of worthy groups and activities. The Festival of Lights works diligently to ensure partnerships have a demonstrable value along with a palpable recognition of the much appreciated support on 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 2019 event
- There were more than 20,000 page views of the summerlandlightup.com website and 10,000 distinct visitors in leading up to the event in 2019
- The Festival of Lights Facebook page has over 4.8k followers





DIAMOND SPONSOR

\$5,000

Featured 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 official Festival of Lights poster
- Full-screen logo and recognition on looping sponsor reel on Main Stage
- The opportunity to become "Title" sponsor of a festival component
- 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
- Maximum recognition on all of the social media and print platforms used to promote the Festival
- Promote your business as an Elite Diamond Partner of the Festival of Lights
- Invitation to the Mayor's exclusive reception on Light Up evening
- Three Chamber of Commerce e-blasts to over 850 businesses and organizations
- 1-year Engagement Membership to Summerland Chamber (valued at over \$700)

PLATINUM SPONSOR

\$2,000

Featured 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 official Festival of Lights poster
- Full-screen logo and recognition on looping sponsor reel on Main Stage
- Your logo and recognition as a Platinum 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
- Recognition as Platinum Sponsor on all of the social and print media platforms used to promote the Festival
- Promote your business as a Platinum Partner of the Festival of Lights
- Invitation to the Mayor's reception on Light Up evening
- Two Chamber of Commerce e-blasts to over 850 businesses and organizations
- 1-year Basic Membership to Summerland Chamber

GOLD SPONSOR

\$1,500

Featured Benefits

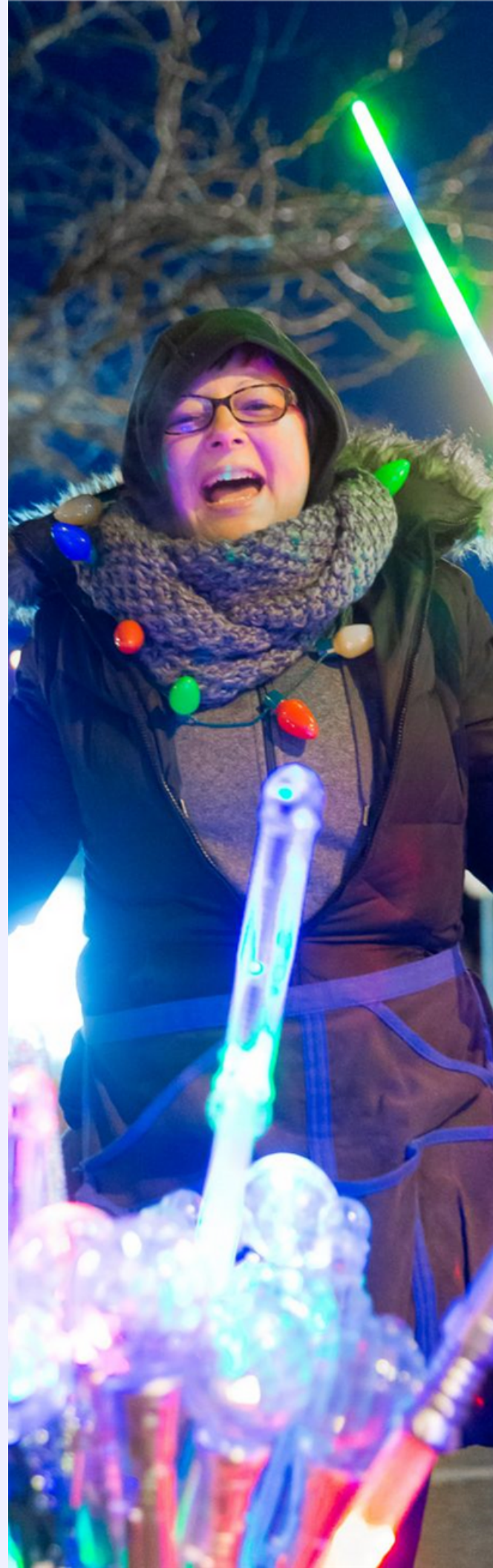
- Your company logo will be featured on the sidebar of the main page of the Festival of Lights website with a link to your website
- Your logo and recognition as a Gold Sponsor on all promotional materials including the official Festival of Lights poster
- Your logo and recognition as a Gold Sponsor on hundreds of posters distributed throughout the Okanagan
- Master of Ceremony recognitions on the Main Stage
- Full-screen logo and recognition on looping sponsor reel on Main Stage
- Complementary booth on Main Street
- Recognition as Gold Sponsor on all of the social media and print platforms used to promote the Festival
- Promote your business as a Gold Partner of the Festival of Lights
- Invitation to the Mayor's reception on Light Up evening
- One Chamber of Commerce e-blasts to over 850 businesses and organizations
- 1-year Basic Membership to Summerland Chamber

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
- Shared-screen logo and recognition on looping sponsor reel on Main Stage
- Recognition as Silver Sponsor on all of the social media outlets
- Promote your business as a Silver Partner of the Festival of Lights



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
- Master of Ceremony recognition on the Main Stage
- Shared-screen logo recognition on looping sponsor reel on Main Stage
- Recognition as a White Sponsor on all of the social media outlets
- Promote your business as a White Partner of the Festival of Lights

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

Lisa Sanders

Events Coordinator

Summerland Chamber of Commerce

250.494.2686

events@summerlandchamber.com

