



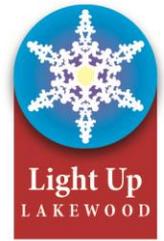
lakewoodalive



Light Up Lakewood is brought to you by LakewoodAlive. LakewoodAlive is a community centered non-profit that fosters and sustains vibrant neighborhoods. This is our signature event and the community looks forward to it each December, drawing nearly 20,000 people in 2016. We look forward to your partnership.

### Light Up Lakewood 2017 - Partnership Opportunities:

- **Title Sponsor (~~\$5,000~~)** SOLD
  - Feature your business in all press and media released as title sponsor
  - Logo featured on event webpage
  - Logo featured on all print advertising pieces
  - Logo featured on event rack card and event guide
  - Logo features on event banner displayed at event
  - Featured speaker during Light Up Lakewood ceremony
  - Recognition provided by emcee on stage during the event
  - Community outreach and engagement at the festival
  
- **Fireworks Sponsor (~~\$4,000~~)** SOLD
  - Your logo on the Light Up Lakewood festival banner that will be displayed in the city prior to the event, in the parade, and during the festival
  - Live on-stage promotional acknowledgement during our lighting ceremonies
  - Your business featured in all articles, press releases and media announcements and distributions
  - Your logo prominently positioned on festival marketing materials, which are distributed at local businesses and schools
  - Community outreach and engagement at the festival: your employees or supporters incorporated into programs at the festival to engage with attendees as your ambassadors
  - Social media promotions, including your large logo posted on the Light Up Lakewood webpage and Facebook page with a hotlink to your business' site, as well as Facebook and Twitter posts during the weeks leading up to the festival
  - You will also receive primary consideration for additional promotional opportunities as they arise during our planning, which may include radio promotion.
  
- **Snowflake Sponsor (\$2,500)**
  - Your logo on the Light Up Lakewood banner that will be displayed in the city prior to the event, in the parade, and during the festival
  - Your business featured in all articles, press releases and media announcements and distributions
  - Your logo prominently positioned on festival marketing materials, which are distributed at local businesses and schools
  - Community outreach and engagement at the festival: your employees or supporters incorporated into programs at the festival to engage with attendees as your ambassadors
  - Your large logo posted on the Light Up Lakewood webpage and Facebook page with a hotlink to your business' site, as well as other social and on-line media exposure.
  
- **Sparkle Sponsor (\$1,000)**
  - Your logo prominently positioned on festival marketing materials
  - Community outreach and engagement at the festival
  - Your logo on the Light Up Lakewood festival banner that will be displayed in the City prior to the event, in the parade, and during the festival
  - Your medium Logo posted on the Light Up Lakewood webpage and Facebook page with a hotlink to your business' site, as well as other social and on-line media exposure.



- **Jingle Sponsor (\$500)**
  - Your logo prominently positioned on festival marketing materials, which are distributed at local businesses and schools
  - Community outreach and engagement at the festival: your employees or supporters incorporated into programs at the festival to engage with attendees as your ambassadors
  - Your small logo posted on the Light Up Lakewood webpage and Facebook page with a hotlink to your business' site, as well as other social and on-line media exposure.
  
- **Twinkle Sponsor (\$250)**
  - Community outreach and engagement at the festival: your employees or supporters incorporated into programs at the festival to engage with attendees as your ambassadors
  - Your small logo posted on the Light Up Lakewood webpage and Facebook page and mentioned on other social media platforms
  
- **Attraction/Program Sponsor (specified dollar amount)**
  - ❖ Holiday Photo Booth - \$1,000
  - ❖ Karaoke - \$500
  - ❖ Ice Carving - \$500
  - ❖ Hot Cocoa Station - \$500
  - ❖ Children's Games/Activity - \$500
  - Your business mentioned as “[Attraction/Program] brought to you by...” in prominent positions on Festival marketing materials, which are distributed at schools and local businesses.
  - Your attraction/program detailed in the 2016 Light Up Lakewood Program and pinpointed on the Festival map.
  - Community outreach and engagement at the festival: your employees or supporters incorporated into programs at the festival to engage with attendees as your ambassadors
  - Your logo posted on the Downtown Lakewood website, and the Light Up Lakewood webpage and Facebook page with a hotlink to your business' site, as well as other social and on-line media exposure.

