



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 2017. We look forward to your partnership.

Light Up Lakewood 2018 - Sponsorship 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 featured on event banner displayed at event
 - Featured speaker during Light Up Lakewood ceremony
 - Recognition provided by emcee on stage during the event
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Social media promotions, including your large logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event page, as well as Facebook and Twitter posts during the weeks leading up to the festival
- **Fireworks Sponsor (\$4,000)**
 - Your logo on the Light Up Lakewood festival banner that will be displayed 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
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Social media promotions, including your large logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event page, 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 festival banner that will be displayed 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
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Your large logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event page, as well as other social and on-line media exposure.
- **Sparkle Sponsor (\$1,000)**
 - Your logo prominently positioned on festival marketing materials
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Your logo on the Light Up Lakewood festival banner that will be displayed in the parade and during the festival
 - Your medium Logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event page, 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
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Your small logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event page, as well as other social and on-line media exposure.

- **Twinkle Sponsor (\$250)**
 - Opportunity to give-away marketing materials at a sponsor table (if desired)
 - Opportunity to be featured in the Light Up Lakewood parade
 - Your small logo posted on the Light Up Lakewood webpage and hotlink on the Facebook event 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 2018 Light Up Lakewood Program and pinpointed on the Festival map.
 - You will also receive the same benefits that coincide with the equivalent financial sponsorship levels above.





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2018 Light Up Lakewood - Partnership Letter of Agreement

Company Name _____, agrees to provide a financial sponsorship for the 2018 Light Up Lakewood Festival on Saturday, December 1, 2018 at the following level:

- _____ **Fireworks Sponsor (4,000)**
- _____ **Snowflake Sponsor (\$2,500)**
- _____ **Sparkle Sponsor (\$1,000)**
- _____ **Jingle Sponsor (\$500)**
- _____ **Twinkle Sponsor (\$250)**
- _____ **Attraction/Program Sponsor** _____

As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been received and accepted by LakewoodAlive.

(Completed forms due October 26, 2018, to include partners in print materials)

Company Contact Name & Email Address:

Contact Name: _____ Email: _____

Company Address: _____

Company Phone: _____

Company Website Address: _____

Authorized Signature: _____ Date: _____

Please send your company logo to Ian Andrews at iandrews@lakewoodalive.org by 10.26.18
Your logo file should be sent in vector format, if possible. In most cases it will be a file with a suffix of .ai, .tif, .eps or .pdf. If you do not have a vector file, you may send us your logo as a .TIFF or .JPEG file as long as it is at a high resolution (at least 300 dpi at 3" square).

Checks to be made Payable to: LakewoodAlive

Mail Check to: LakewoodAlive, 14701 Detroit Avenue, #LL10, Lakewood, OH 44107

Questions: Contact LakewoodAlive at: 216-521-0655 or Ian Andrews at iandrews@lakewoodalive.org