



lakewoodalive



Light Up Lakewood – Sponsorship Opportunities

Saturday, December 7, 2019

4:00-8:00 p.m.

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, media announcements and distributions
- Your logo prominently positioned on festival marketing materials
- Opportunity to give away marketing materials at a sponsor table
- Opportunity to be featured in the Light Up Lakewood parade
- Your large logo posted on the Light Up Lakewood webpage and link 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
- 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 link 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
- Opportunity to be featured in the Light Up Lakewood parade
- Your small logo posted on the Light Up Lakewood webpage and link 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
- Opportunity to be featured in the Light Up Lakewood parade
- Your small logo posted on the Light Up Lakewood webpage and link on the Facebook event page, and mentioned on other social media platforms

Attraction/Program Sponsor (specified dollar amount)

- ❖ Holiday Photo Booth - \$1,000
- ❖ Train - \$300
- ❖ Ice Carving - \$500
- ❖ Hot Cocoa Station - \$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 highlighted in the 2019 Light Up Lakewood Event Guide
- You will also receive the benefits coinciding with the equivalent financial sponsorship levels above

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 on average nearly 20,000 people.

We look forward to your partnership.

Contact Devon Chodzin for additional information at dchodzin@lakewoodalive.org or 216-521-0655.