



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 to downtown Lakewood. We look forward to your partnership.

Light Up Lakewood 2021 – December 4, 2021 – 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
 - 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 logo posted on the Light Up Lakewood webpage and link on the Facebook event page, as well as Facebook and Twitter posts during the weeks leading up to the festival
- ~~Fireworks Sponsor (\$4,000) SOLD~~
 - 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
 - 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 logo posted on the Light Up Lakewood webpage and link on the Facebook event page, as well as Facebook and Twitter posts during the weeks leading up to the festival
- **Snowflake Sponsor (\$2,500) 1 Available: ~~Exclusive Main Stage Sponsor~~ OR Lighting Sponsor**
 - 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
 - Business tag on LakewoodAlive social media pages
 - Opportunity to give-away marketing materials at a provided table (if desired)
 - Guaranteed spot in the Light Up Lakewood parade
 - Your logo posted on the Light Up Lakewood webpage and link on the Facebook event page, as well as other social and online 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)
 - Guaranteed spot 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 logo posted on the Light Up Lakewood webpage and link on the Facebook event page, as well as other social and online media exposure.



□ **Jingle Sponsor (\$500)**

- Line Listing on festival marketing materials
- Opportunity to give-away marketing materials at a sponsor table (if desired)
- Guaranteed spot in the Light Up Lakewood parade
- Line Listing posted on the Light Up Lakewood webpage and link on the Facebook event page, as well as other social and online media exposure.

□ **Attraction/Program Sponsor (specified dollar amount)**

- ❖ ~~Beer Garden Sponsor - \$2,500 - SOLD~~
- ❖ ~~Royalty Sponsorship - \$1,500 - SOLD~~
- ❖ ~~Holiday Photo Booth - \$1,100 - SOLD~~
- ❖ ~~Parade Sponsor - \$1,100 - SOLD~~
- ❖ Ice Carving - 4 available at \$600 (includes benefits of Jingle Sponsor)
- ❖ ~~Trackless Train - 3 available at \$600 - SOLD~~
- ❖ ~~Hot Cocoa Station - 2 available at \$600 - SOLD~~





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2021 Light Up Lakewood - Partnership Letter of Agreement

Company Name _____, agrees to provide a financial sponsorship for the 2021 Light Up Lakewood Festival on Saturday, December 4, 2021 at the following level:

- _____ ~~Title Sponsor (\$5,000) SOLD~~
- _____ ~~Fireworks Sponsor (\$4,000) SOLD~~
- _____ ~~Beer Garden Sponsor (\$2,500) SOLD~~
- _____ Snowflake Sponsor (\$2,500)
- _____ Sparkle Sponsor (\$1,000)
- _____ Jingle Sponsor (\$500)
- _____ 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.

Company Contact Name & Email Address:

Contact Name: _____ Email: _____

Company Address: _____

Company Phone: _____

Company Website Address: _____

Authorized Signature: _____ Date: _____

Please send your company logo to Vince Williams at vwilliams@lakewoodalive.org by 11.4.21 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, 14650 Detroit Avenue, #LL40, Lakewood, OH 44107

Questions: Contact LakewoodAlive at: 216-521-0655 or Vince Williams at vwilliams@lakewoodalive.org

LakewoodAlive is a 501 (c) 3 community centered non-profit organization that fosters and sustains vibrant neighborhoods.