

2023 LakewoodAlive Light Up Lakewood Sponsorship Form
December 2, 2023

~~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
- 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 - 2 Available: Exclusive Main Stage 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

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 (\$2,500 includes benefits of Snowflake Sponsor; \$1,500 & \$1,000 includes benefits of Sparkle Sponsor; \$600 includes benefits of Jingle Sponsor)

- ~~Beer Garden Sponsor - \$2,500 - SOLD~~
- Royalty Sponsor - \$1,500
- Holiday Photo Booth Sponsor - \$1,100
- ~~Parade Sponsor - \$1,100 - SOLD~~
- Family Fun Zone Sponsor - \$1,000
- Trackless Train Sponsor - \$600 (3 available)
- Ice Carving Sponsor - \$600 (3 available)
- Hot Cocoa Station - \$600 (3 available)



Partnership Letter of Agreement

Business/organization name _____, agrees to provide a financial sponsorship for the following events:

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

LakewoodAlive agrees to sponsorship with _____. 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.

Business/organization contact name & email address:

Contact name: _____

Email: _____

Phone number: _____

Business/organization address:

Business/organization phone:

Business/organization website address:

Authorized signature: _____

Date: _____

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



Please send your company logo to Jo Higgins at jhiggins@lakewoodalive.org no later than Friday, November 3.

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, 12815 Detroit Avenue, Lakewood, OH 44107
Attn: Jo Higgins
Email: jhiggins@lakewoodalive.org

LakewoodAlive By The Numbers: A Sponsorship With Real ROI

Social Media Following	Over 25,000 Combined Followers on Facebook, Instagram, TikTok and Twitter
Email Reach	10,000 Recipients of Bi-Weekly Email Newsletter
Website Traffic	More than 12,000 Monthly Pageviews

Questions?

Please contact Jo Higgins at jhiggins@lakewoodalive.org or 216-521-0655.

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