

2024 LakewoodAlive Light Up Lakewood Sponsorship Form
December 7, 2024

~~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
- ~~Holiday Photo Booth Sponsor - \$1,100 - SOLD~~
- ~~Parade Sponsor - \$1,100 - SOLD~~
- ~~Family Fun Zone Sponsor - \$1,000 - SOLD~~
- ~~Holiday Train Sponsor - \$600 (3 available) - SOLD~~
- Ice Carving Sponsor - \$600 - 1 of 4 Available
- ~~Hot Cocoa Station - \$600 (2 available) - SOLD~~
- Huskie Sponsorship - \$600