

Holiday Nights of Lights

Be part of this Bedford County Holiday Celebration: Safe & Socially Distant!

6:00-9:00 p.m. November 27-30; December 4-6, 11-13, 18-23, 26-27

Drive-Thru Holiday Light Display at the Bedford County Fairgrounds
Featuring the Business Community of the Bedford County Region

Help make the Festival of Lights a Holiday Tradition for the Bedford County Region!





Holiday Nights of Lights

Sponsorship Opportunities & Benefits

An Invitation to participate in this naturally-socially distant display of Bedford County holiday spirit!

JINGLE BELLS Presenting Partner: (EXCLUSIVE)

\$3,500/Year Investment

Or SAVE \$2500 - 3 Years for \$8,000

- * Featured signage at the *Eight Nights of Lights* event with presenting partner recognition.
(Custom signs and banners produced by Chamber Foundation & approved by sponsor.)
- * Logo on cover of event flier, to be distributed to cars throughout the event & future rack cards to promote event year-round.
- * Presenting partner recognition in all event advertising, including print, online, radio, etc.
- * Most prominent position for sponsor light display as part of the attraction (display produced by sponsor.)
- * First right of acceptance to renew sponsorship
- * Ten (10) complimentary car passes to use during event..

May be shared by two non-competing businesses at \$2,500/year each or 3 years for \$6,500 each. (8 preview tix/6 car passes)

O Christmas Tree Featured Sponsor: 3 available

\$2,500/Year Investment

Or SAVE \$1,500 - 3 Years for \$6,000

- * Featured signage at the *Eight Nights of Lights* event with recognition as tree sponsor.
(Custom event banners created by Chamber and promotional banners provided by sponsor.)
- * Logo featured inside event flier, to be distributed to cars throughout the month & future rack cards to promote event year-round.
- * Tree sponsor recognition in all event advertising, including print, online, radio, etc.
- * Featured space for sponsor light display as part of the attraction.
- * First right of refusal to renew sponsorship after 3-year term.
- * Seven (7) complimentary car passes to use during event.

Santa's Sleigh: Sponsorship of Santa's Sleigh staging area for photos

\$1,000/Year Investment

Or SAVE \$1,000 - 3 Years for \$2,000

- * Featured signage at the *Eight Nights of Lights* event with recognition as Santa's Sleigh sponsor.
(Custom Village light signs created by Chamber and promotional banners provided by sponsor.)
- * Logo included inside event flier, to be distributed to cars throughout the month & future rack cards to promote event year-round.
- * Santa's Sleigh sponsor recognition in all event advertising, including print, online, radio, etc.
- * Complimentary space for sponsor light display as part of the attraction.
- * First right of acceptance to renew sponsorship.
- * Five (5) complimentary car passes to use during event.

Additional ***Holiday Nights of Lights*** Sponsorship Opportunities....

Deck the Halls Supporting Sponsor

\$500 Investment

- * Featured signage at the *Festival of Lights* event with recognition as Deck the Halls (Supporting) Sponsor
(Custom *Festival of Lights* signs created by Chamber and promotional banners provided by sponsor.)
- * Sponsor recognition inside event flier, to be distributed to cars throughout the month & future rack cards to promote event year-round.
- * Supporting sponsor recognition in all event advertising, including print, online, radio, etc.
- * Featured space for sponsor light display as part of the attraction (provided by sponsor.)
- * First right of refusal to renew sponsorship in subsequent year(s.)
- * Three (3) Complimentary Car Admissions during the event.

Santa's Elves Supporting Sponsor

Decorate Your Own Spot!

- * Opportunity to feature your company or organization as part of the *Eight Nights of Lights* attraction
- * Sponsor listing inside event flier, to be distributed to cars throughout the event & future rack cards to promote event year-round.
- * Santa's Elves sponsor recognition in all event print and online advertising, and in event radio announcements during event.
- * First right of acceptance to renew sponsorship.
- * Two (2) complimentary car admission to use during event.
- * *(This sponsor's contribution to the event = your materials and labor to construct your display.)*

NOTE: In-kind sponsorships are also available: Media, Printing, Signage, Lights, Electric, Volunteers, etc.

Please call the Chamber to discuss the terms of in-kind sponsorships on a case-by-case basis.

(Benefits will be determined based on value of partnership using the terms listed in the previous sponsorships.)

The Fine Print:

- * This holiday display is unlike any other in our region! (A grass-roots community effort among Bedford County businesses, organizations, clubs & churches.)
- * Thank you to Cessna Broadcasting for the radio broadcast of music & sponsor announcements for guest to enjoy from their vehicles as they view the lights.
- * Light displays should be set up by 5pm - Wednesday, November 25th. Light displays may be constructed weekdays, 9am-5pm and weekends, 9am-2pm.
- * **OUTDOOR POWERSTRIPS, EXTENSION CORDS REQUIRED (DO NOT use indoor power strips - they will short out in rain or snow.)**
- * Each display will be created and built by individual space sponsors (Santa's Elves.) The possibilities to promote your business, club, organization, school, church, etc. are endless! **The more the merrier**, and we hope to grow this event each year into a major regional holiday attraction! 100+ displays expected in 2020!
- * For displays: **Lights SHOULD be LED** (to preserve energy and to ensure that the lights last for many years, saving costs for all!)
- * Lights should be installed between November 1 & November 25 at the assigned areas along the event driving route. (Call to schedule your set-up time.)
- * The Chamber Special Events committee will assist participating businesses with theme development, if desired; assistance may also be available from area schools to aid businesses in building their light display. (Think about ways to promote YOURSELF—vehicles, signs, etc.) as part of your holiday-themed display.
- * When the event is over, individual light displays should be collected and stored by each sponsor for use in future years by January 7th.

FOR MORE INFORMATION, OR TO SAVE YOUR SPOT, CALL THE CHAMBER OFFICE AT 814.623.2233