

# Holiday Nights of Lights

Be part of Bedford County's Brilliant Holiday Tradition



Drive-Thru Holiday Light Display at the Bedford County Fairgrounds  
Featuring the Business Community of the Bedford County Region  
November 25-27; December 2-4, 9-11, 16-18, 20-23 ; 6:00-9:00 p.m. nightly

## Investment Opportunities & Benefits

### JINGLE BELLS Premier Presenting Partner: (EXCLUSIVE)

\$3,500

- \* 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
- \* 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
- \* Twenty (20) complimentary car passes to use during event..

***May be shared by two non-competing businesses at \$3,000 each.***

### Showcased Welcome or Coffee Pot Santa Sponsor: 2 ea. available (4 total) (1 renewal pending) \$2,500

- \* Featured signage at the *Holiday Nights of Lights* event with recognition as welcome or Santa 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
- \* Welcome or Santa sponsor recognition in all event advertising, including print, online, radio, etc.
- \* Featured space for sponsor light display as part of the attraction and/or opportunity to distribute promotional materials (*need not staff event - volunteers will hand out your materials if needed.*)

***For Santa Visits, we expect at least 400 children to visit over the course of the event.***

- \* First right of refusal to renew sponsorship.
- \* Ten (10) complimentary car passes to use during event.

### Santa's Workshop (Volunteers) Featured Sponsorship of (5 Available - 3 renewals pending) \$1,000

- Featured signage at the *Holiday Nights of Lights* event with recognition as the Volunteer 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 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 acceptance to renew sponsorship.
- \* Six (6) complimentary car passes to use during event.

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# Holiday Nights of Lights Continued....



## Deck the Halls Supporting Sponsor

\$500

- \* Featured signage at the *Festival of Lights* event with recognition as Deck the Halls (Supporting) Sponsor
- \* Sponsor recognition inside event flier, to be distributed to cars throughout the month
- \* Supporting sponsor recognition in all event advertising, including print, online, radio, etc.
- \* First right of refusal to renew sponsorship in subsequent year(s.)
- \* Three (3) Complimentary Car Admissions during the event.

## Santa's Elves Supporting Sponsor (In-Kind) No Cash Investment - 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
- \* Santa's Elves sponsor recognition in all event advertising
- \* First right of acceptance to renew sponsorship.
- \* Two (2) complimentary car admissions to use during event.
- \* *(This sponsor's monetary contribution to the event is just your materials/labor to construct your display.)*

**NOTE: Other In-kind sponsorships are also available:** Media, Printing, Signage, Lights, 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 - Tuesday, November 24th. Light displays may be constructed weekdays, 9am-5pm and weekends, 9am-4pm unless other arrangements are made with Chamber staff.
- \* **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 2021! Returning displays have first right of acceptance of their previous spots.
- \* For displays: **Lights SHOULD be LED** (to preserve energy and to ensure that the lights last for many years, saving costs for all!)
- \* **YOU MUST SECURE YOUR DISPLAY TO WITHSTAND SEVERE WEATHER. (High winds have damaged displays in past years.) Be sure to use zip ties, weights (sand bags, cinder blocks etc.) to ensure the stability of your display. Blow-up displays MUST be securstaked down.**
- \* The Chamber Special Events committee will assist participating businesses with theme development, if desired. (Think about ways to promote YOURSELF—vehicles, signs, etc.) as part of your holiday 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, unless other arrangements are made.
- \* Items left behind after January 31st may be dismantled by the Chamber and/or Fair and materials forfeited.

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