

Holiday Nights of Lights

Be part of Bedford County's Newest 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 Presenting Partner: (EXCLUSIVE—ONLY ONE AVAILABLE)

\$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 \$3,000ea.

O Christmas Tree Featured Sponsor: 3 total, 2 available

\$2,500

- * 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
- * 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.
- * Ten (10) complimentary car passes to use during event.

Santa's Sleigh: Sponsorship of Santa's Sleigh staging area for photos: 5 total, 4 avail.

\$1,000

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 Santa's Sleigh 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.

Continued...

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

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 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, school groups, churches and families.)
- * 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, beginning November 11th.
- * **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! 120+ displays expected in 2022! 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 staked down. (See attachment for more info.)**
- * 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 KELLIE OR SARAH AT THE CHAMBER OFFICE AT 814.623.2233**

GUIDELINES FOR HOLIDAY NIGHTS OF LIGHTS DISPLAYS



Thank you for your interest in the Holiday Nights of Lights! We're so excited to see your light display and showcase your business or organization as part of our seasonal celebration.

We've developed this guide to help you plan and install a light display that will withstand the high winds and severe weather that is likely to occur during the weeks of the event.

Please remember that while you may build your display on a fair-weather day, the winds can top 50 miles per hour at the fairgrounds, while rain, snow and ice are other potential factors which could cause damage to your display.

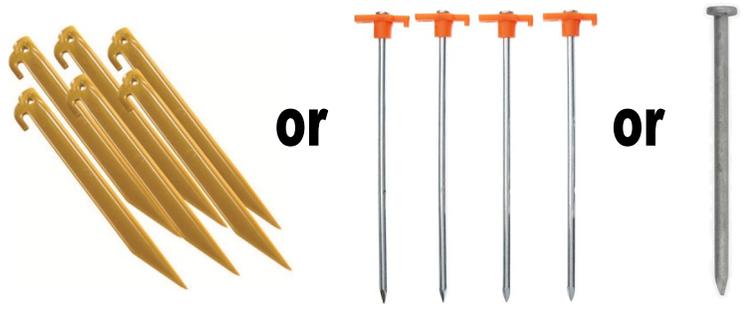
IMPORTANT STANDARDS TO CONSIDER with Various Types of Displays:

- 1) Please use **LED lights** as much as possible (they are cooler, conserve electricity, and last longer.)
- 2) Use **ONLY OUTDOOR** grade lights, extension cords, power strips, etc. While some displays may be plugged into an outlet inside a barn or other building, parts of your display will most likely be outdoors and the electric connectors **MUST** be protected from water, which can short-out your display and those around you. (If you supply a 50-ft extension cord for your display, we'll get the power to your display if additional cords are needed.)
- 3) If you use **SIGNS**, whether vinyl or wood - they must be well-connected, supported and/or braced to withstand wind. **DO NOT** use paper signs. Vinyl banners should have grommets to allow for safe and secure attachment to buildings, fences, vehicles, etc. with cable ties. Wood signs (billboard-style or other) **MUST BE BRACED** from behind (should be staked into the ground with braces and weights to provide at least a four-point anchor; they may also be braced by existing buildings or other structures with front-place weights.) Note: metal stakes for political type yard signs generally do not survive high winds - we recommend attaching them to something or using additional weights or braces to keep them in place.
- 4) If you use **INFLATABLES** - please make sure they are very securely anchored using tent stakes similar to those suggested on page 2. (The small metal stakes that come with most inflatables are not strong enough to withstand the severe winds we are almost certain to experience.) Make sure your tent stakes securely fasten the woven tabs sewn into most inflatables. These tabs are much stronger than the characters' parachute material and are more likely to hold the structure in place.
- 5) If you use **TREES** - they **MUST** be substantially weighted (and staked, if possible) at the base **AND** tied in at least 3 points with rope or cables attached to sturdy stakes or weights.
- 6) If you decorate (a) **VEHICLES(S)** - please let us know when you are coming so we can make sure it is placed properly. If you have inflatables inside, please leave one door unlocked so we can re-position them if needed.
- 7) If you use statues, figures, or other display elements with multiple pieces, please **CONNECT** the various pieces to one another and make sure the full structure is securely fastened to an existing barn, pole, fence, building, etc. **OR**, if free-standing, very securely staked/weighted.

If you have any questions, or need help securing your display, please let us know! 814.623.2233

SUGGESTED STAKES:

(9-10 in. long tent stakes with hooks or 10" landscaping nails with head)



OTHER USEFUL WEIGHTS, FASTENERS:

Bricks, Cinder Blocks, Pavers, Sand Bags - available at very low cost at construction supply stores, hardware, and some discount stores.

Zip Ties - available in many sizes at hardware stores, Wal-Mart and other retailers.

