



# Oshkosh Celebration of Lights

## Sponsor Opportunities 2016

Oshkosh Celebration of Lights has been a great community event for 15 years that keeps getting bigger, better, and brighter every year. Over 13,000 cars from all over northeast Wisconsin travel along the 1.2 mile road through beautiful Menominee Park in Oshkosh, WI. There are so many things to see including animated light displays, cute wood cutout scenes, over 100 wireframe displays, a tunnel of lights on a 50' bridge, hundreds of trees filled with lights, and last but not least, a house with lights that dance to music! We also have Santa's Workshop where anyone can see our antique sleigh, kissing arch, several decorated Christmas trees, and of course the big man himself, Santa Claus. In 2015, Santa visited with over 5,000 kids throughout the season.

Every year, our dedicated team of volunteers makes Celebration of Lights better by building new awesome displays, fixing the old ones to look new again, and setting up everything. In the past, we have always charged \$8 per car to get into the park or \$7 if you made a non-perishable food donation to the dozen food pantries we collect food for. During four nights of the season, we have had community nights where sponsors basically cover the cost of ticket sales that night so people can get in for free.

We have come up with a new plan for 2016 and beyond! We would like to make this a low cost event (\$ 5.00) every night for the entire community! To do this, we need your help. If we can get sponsors to make up most of the money we would otherwise have received from ticket sales, then Celebration of Lights can be cheaper. We would expect traffic to double which means more people would see who our great sponsors are and we would be able to collect more in donations which would also help make up for the remainder of not charging as much to get in.

We believe this is the key to our success and yours for the long term future. We are asking for you to be our partner to help make this well-known event a huge success year after year and keep growing to be one of the largest in the Midwest! To see how you can help, please read the following sponsorship levels below to see what meets your budget and your needs. If you have any questions, contact information is provided below. Thank you!



**SANTA LEVEL \$10,000+**

Receive one community night\*, special night\*\*, and special display\*\*\*

Primetime radio commercials\*^

20 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website and other media

60 tickets to Celebration of Lights

**REINDEER LEVEL \$7,500**

Receive two of the following: community night\*, special night\*\*, or special display\*\*\*

Primetime radio commercials\*^

10 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website, and other media

45 tickets to Celebration of Lights

**TREE LEVEL \$5,000**

Receive one of the following: community night\*, special night\*\*, or special display\*\*\*

Primetime radio commercials\*^

8 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website, and other media

35 tickets to Celebration of Lights



**SNOWMAN LEVEL \$2,500**

Primetime radio commercials\*^

6 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website, and other media

25 tickets to Celebration of Lights

**WREATH LEVEL \$1,000**

Radio commercials

4 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website, and other media

15 tickets to Celebration of Lights

**GINGERBREAD LEVEL \$500**

2 blocks in our calendar^

Banner on our sponsor fence

Logo on flyers, brochures, website, and other media

5 tickets to Celebration of Lights

**COOKIE LEVEL \$250**


1 block in our calendar^

Listed on flyers, brochures, website, and other media

3 tickets to Celebration of Lights

**CANDY CANE LEVEL \$100**

Listed on flyers, brochures, website, and other media



\*Community night happens 4 times a season where your sponsorship pays for everyone to get in for free the night you sponsor. You get all the radio commercial spots for the night as well. Posts will also be made on the website, Facebook and anywhere else we advertise community nights. If we can make this a less expensive event all season, sponsor nights would take the place of community nights that could be done on any night.

\*\*Special nights include but not limited to: Patriot night, Senior night, Night of the torches, Race for the light, Humane society night. This night includes radio commercials throughout the night. Posts will also be made on the website, Facebook, and anywhere else we advertise our special nights. During these nights, we give away special items to the different people that the night is for.

\*\*\*Special displays include the Carriage rides, Santa's workshop, Animated house, and the 100' tree. If you sponsor one of these you will get a large banner in front of the display to let people know you sponsor this display.

\*^Radio commercials are included with some packages. Yes that's right, we have our own radio station! People driving through the park can tune their radio to 96.5 FM to listen to our collection of holiday music, ads for our special events, and your ads telling people that you support Celebration of Lights. We run the station 24/7 so no matter when people come through, they can tune in. Primetime hours are from 5pm to 10pm. In 2015, we had roughly 40,000 people come through the park during these hours. During the day we also see many people come through the park..

^Our calendar is new this year and will be given to every car that enters the park. There will be 14 months starting with November 2016 to December 2017. Each month includes a different picture of the lights. Each page will also have ad space for you to get your message across. 15,000 of these will be given out on a first come, first serve basis.

**\*If you would like to help make Celebration of Lights better, please contact us at the number or email below. We appreciate your support. Thank you!**

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