

## Bright Light Sponsorship Core Benefits

### Red Light Sponsors Receive:

1. **Recognition as an official AFOL sponsor** - with appreciation you will be recognized for making Airdrie Festival of Lights shine brightly this year!
2. **Approved use of AFOL storefront decal** - AFOL will provide you with a storefront logo decal.
3. **Approved use of AFOL logo on sponsor website** - AFOL will provide an electronic logo for your use on your company website highlighting your sponsorship and helping to advertise the Festival.
4. **AFOL Official Event Guides provided for distribution** - AFOL will deliver 50 copies of the AFOL Event Guide to your company for distribution to your clients.
5. **Invitation to Festival wrap-up party** - Held in February of 2017. Two invitations provided.
6. **Company name on AFOL website** - Listed on the AFOL sponsorship tab through June 2017.
7. **Company name in AFOL Official Event Guide** - Listed on the sponsorship page of the AFOL Official Event Guide, a full colour, professionally produced magazine. 28,000 copies are distributed with airdriehlife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional 5000 copies are available for distribution by the Festival.
8. **Company name recognition in newspapers** - Name listed in thank you advertisement in early 2017 in the Airdrie City View and Airdrie Echo newspapers.

### Orange Light Sponsors receive the above benefits with the following upgrades or additional items: (12 sponsorships available)

9. **Company name on main entrance sponsor signage** - Name listed with appreciation on sponsor signage near the main entrance to the Festival.
10. **Official Event Guide ad discount** - 25% discount on the purchase of an advertisement in the AFOL Official Event Guide, a full colour, professionally produced magazine. 28,000 copies are distributed with airdriehlife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional 5000 copies are available for distribution by the Festival. Various ad size options are available.

### Blue Light Sponsors receive the above benefits with the following upgrades or additional items: (12 sponsorships available)

11. **Company logo on AFOL website** - Full colour company logo will be visible on the AFOL sponsorship tab through June 2017.
12. **Company logo on AFOL social media** - Social media refers to the AFOL Facebook page and may include other future social media.
13. **Company logo in AFOL Official Event Guide** - Full colour logo presented on the sponsorship page of the Official Event Guide, a full colour, professionally produced magazine. 28,000 copies are distributed with airdriehlife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional 5000 copies are available for distribution by the Festival.

## **Yellow Light Sponsors receive the above benefits with the following upgrades or additional items: (8 sponsorships available)**

14. **Banner placement in tent (sponsor provides)** - Sponsor may provide a professional banner of no greater than 2' by 8' (or equivalent); to be displayed in the tent for the duration of the Festival.
15. **Company hyperlink on AFOL website** - Company name on AFOL site will have hyperlink to company website through June 2017.
16. **Company hyperlink on AFOL social media** - Company logo on Facebook Page will have hyperlink to your company website through June 2017.
17. **Complimentary hot chocolate and train ride tickets** - Sponsor will receive 50 complimentary hot chocolate tickets and 50 complimentary train ride tickets for distribution to staff or customers and/or for distribution on an agreed upon date at the Festival. Tickets will display your company logo.
18. **Company logo on main entrance sponsor signage** - Logo displayed with appreciation on main sponsor signage near the main entrance to the Festival.

## **Green Light Sponsors receive the above benefits with the following upgrades or additional items: (6 sponsorships available)**

19. **Framed commemorative certificate** - Commemorative certificate for display at your company office.
20. **Banner placement in tent (festival provides)** - AFOL will provide, at our cost, a professional banner of approximately 2' by 8' (or equivalent), to be displayed in the tent for the duration of the Festival.
21. **Advertisement in AFOL Official Event Guide - 1/3 page** - Full colour 1/3 page ad in the AFOL 20<sup>th</sup> Anniversary Official Event Guide, a full colour, professionally produced magazine. 28,000 copies are distributed with airdriellife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional 5000 copies are available for distribution by the Festival.

## **Bright Light Level Bonus Benefits (exclusive to each level)**

### **Orange Light Bonus**

- Two-night Santa visit sponsorship (shared with one other Orange Light Sponsor).
- Specific day recognition on event guide calendar.
- Opportunity to distribute business card or small flyer as well as treats for kids at the Santa visit.
- Signage near Santa's chair designating your company as sponsor.

### **Blue Light Bonus**

- Signage at one small to mid light display (1/2 nights of the Festival).
- Signage will be provided by AFOL.
- Name listed near display photos in the Festival event guide.

### **Yellow Light Bonus**

- Signage at one mid to larger light display (1/2 nights of the Festival).
- Signage will be provided by AFOL.
- Name listed near display photos in the Festival event guide.

### **Green Light Bonus**

- Signage at one mid to larger light display (all nights of the Festival).
- Signage will be provided by AFOL.
- Logo listed near display photos in the Festival event guide.

## ***Super Glow Package Details***

### Fire Pit Sponsors (5 sponsors maximum)

- Core **Blue Light** benefits.
- Name recognition (shared with up to five sponsors) on signage near the fire pit throughout the festival.
- Special recognition in the Official Festival Event Guide.

### Santa Transportation Sponsor (exclusive to one sponsor)

- Core **Blue Light** benefits.
- Company to provide transportation for Santa (typically in company marked vehicle) on six nights of the Festival.
- Opportunity to work with AFOL to provide giveaways and find other avenues of company promotion at the Santa visits area.
- Signage with company logo outside tent.
- Special recognition in the Official Festival Event Guide.

### "Movies in the Park" Sponsor (exclusive to one sponsor)

- Core **Blue Light** benefits.
- Company logo to appear on the Festival event guide movie night advertisement.
- Recognition of sponsorship at movie night.
- Company may provide banner (approximately 8' by 2' or equivalent) to be hung inside tent on movie night.
- Special recognition in the Official Festival Event Guide.

### Mascot Sponsor (exclusive to one sponsor)(two year commitment required)

- Core **Blue Light** benefits.
- Company logo patch sewn into mascot
- Mascot will appear at the Airdrie Canada Day parade, other various events throughout the year, and will be on site at the Festival most nights of the Festival.
- Two complimentary appearances at your company events each year for two years.
- Special recognition in the Official Festival Event Guide.

### New Year's Eve Party Sponsor (maximum two sponsors)

- Core **Blue Light** benefits.
- Presentation naming of the New Year's Eve Party, i.e. Airdrie Festival of Lights New Year's Eve Party presented by "COMPANY NAME"
- Company logo to appear in the Official Event Guide New Year's Eve advertisement.
- Recognition of sponsorship on New Year's Eve will include:
  - signage outside tent
  - hourly thank you announcement
- Special recognition in the Official Festival Event Guide.
- Social media recognition on lead up to event.

### Kids Activity Sponsorship (exclusive to one sponsor)

- Core **Blue Light** benefits.
- Signage provided by AFOL will designate your company as Kids Activity Sponsor. Signage will be displayed in the tent throughout the Festival.
- Special recognition in the Official Festival Event Guide.

## Volunteer Program Sponsor (exclusive to one sponsor)

- Core **Yellow Light** benefits.
- Designation as the volunteer program sponsor.
- Signage (provided by AFOL) at the volunteer office (trailer).
- Promotion at the wrap up party.
- Opportunity to work with AFOL on additional ways to appreciate and support our volunteers.
- Special recognition in the Official Festival Event Guide.

## Custom Sponsorship

- Work with our Festival team to design a sponsorship package that works best for your company.

## ***Important Notes***

- Super Glow Sponsors will be recognized by their Super Glow package name, rather than the colour level of their core benefits.
- Light displays are designated as large, mid or small based on size, location and prominence.
- A maximum of two sponsor signs will be present at every display.
- Core benefits include all light category benefits but do not include the Bright Light bonuses.
- Sponsorships after October 7, 2016 are very much welcome and appreciated however in order to ensure the receipt of all your sponsorship privileges your sponsorship must be **paid in full and all graphics or other items provided to AFOL by Friday, October 7, 2016**. After this date some items may not be provided due to time and printing constraints.
- Please note that weather conditions play a factor in the daily attendance of the Festival. Should a night you are involved in the Festival be poorly attended due to severe weather we will try to offer an alternate night when possible, however, there may be no alternate nights available. We appreciate your understanding that weather conditions are not in our control.
- All sponsorships include the first right of refusal for 2017 unless otherwise stated in the sponsorship agreement.

## ***How to Secure your Sponsorship***

- Please contact **Todd Brand, our 2016 Sponsorship Coordinator**. Todd will work through sponsorship details with you and prepare a sponsorship agreement to be signed by a representative of your company and by the Festival of Lights.
- By your preference, Todd can meet with you in person, or walk you through the details by email or phone.
- Todd may be reached at;
  - Email: [sponsorship.afols@gmail.com](mailto:sponsorship.afols@gmail.com)
  - Phone: 403-608-2710