

2017

Official Sponsorship Guide

Your opportunity to partner
with Airdrie's largest tourism event!



AIRDRIE FESTIVAL of LIGHTS



Share the Glow!

December 1-31 6PM - 9PM

For 22 GLOWING YEARS, sponsors have been integral to our success!

Your support makes it all happen, and helps us create new levels of engagement for our community and guests of all ages.

In 1996, the Airdrie Festival of Lights Society (AFOLS) began with a group of local residents committed to putting Airdrie on the map. We've succeeded, and today the Airdrie Festival of Lights has become Western Canada's largest outdoor walk through Christmas light display. Your investment keeps on giving, while offering many benefits back to your business.

#sharetheglow

- **On average AFOLS pays out \$10,000 each year to our fundraising groups.** That's more than \$210,000 to date.
- **When AFOLS began in 1996, we funded and installed approximately \$100,000 in electrical infrastructure to Nose Creek Park.** A benefit enjoyed by many others all year long. AFOLS continues to maintain that infrastructure.
- **In 1999, AFOLS worked out a land deal with the City of Airdrie to purchase the green space we use for parking in Nose Creek Park.** In recent years, this space becomes an off-leash dog park, out of our event, enjoyed by many. The cost to AFOLS for this project was \$291,000.
- **The City of Airdrie, and local businesses receive approximately \$50,000 a year in tourism support, revenues, and advertising benefit through our event.** That's more than \$1 million so far!
- **Volunteers have logged more than 50,000 hours over the years.** Ask how your business can be a part of the Glow!
- **AFOLS works with other local non-profit groups in Airdrie offering cash donations, discounted tent rentals, and other monetary gifts to help support their group efforts as well.**
- **In 2016, the Tim Jackson Memorial Scholarship Fund received \$1000 and Airdrie & District Victims Assistance Society received \$900 from revenues of our Great Airdrie Train Race.** This year we will be adding A.I.R.D.R.I.E. Power to the mix (an organization committed to victims of domestic violence).
- **AFOLS partners with many local non-profit groups to share resources, volunteers and cross-promotion.**
- **On average, 50,000 visitors a year come from Airdrie, Calgary & Southern Alberta, for a memorable holiday experience.** We also enjoy the many international visitors we see each year.

share
+ glow!

Partnership

Working together is how great events come to life!

Community

Contribute to a celebration that gives back to our community and brings families, friends and neighbours together.

Promotion

Your company is doing great things and we want to let others know about you!

Recognition

Be recognized as an organization that invests in your local community.

Value

We work hard to provide you with outstanding exposure to make the most of your sponsorship investment.

BRIGHT LIGHT Display Sponsors

Bring the shine and sparkle of the Airdrie Festival of Lights to life. We appreciate your investment and work hard to bring your brand “into the light” of the Festival.

Core Sponsor Benefits	Blue Light \$1,500	Yellow Light \$2,500	Green Light \$3,500
	4 available	4 available	4 available
Recognition as an official AFOLS sponsor			
Approved use of AFOLS storefront decal			
Approved use of AFOLS logo on sponsor website			
AFOLS event guides provided for distribution			
Invitation to Festival wrap up party			
Company name recognition in newspapers			
Company name on main entrance sponsor signage			
25% discount on event guide advertisements			
Company logo on AFOLS website			
Company logo on AFOLS social media			
Company logo in AFOLS event guide			
Banner placement in tent (sponsor provides)			
Complimentary hot chocolate & train ride tickets			
Company logo on main entrance sponsor signage			
Company hyperlink on AFOLS website			
Company hyperlink on AFOLS social media			
Framed commemorative certificate			
Banner placement in tent (festival provides)			

Sponsor Signage included for BRIGHT LIGHT Display Sponsors

Company logo at one standard-level display for the entire Festival			
Company logo at one mid-level display for the entire Festival			
Company logo at one grand-level display for the entire Festival (two signs!)			

SUPER GLOW Sponsors

All Super Glow sponsorships include core blue benefits. These also offer unique opportunities that help to bring the magic of the Festival to life, putting your company image at the heart of it all!

FIRE PIT SPONSORS - \$1500 *(five maximum)*

Be associated with the warmth of the Festival! Receive core blue light benefits **plus** name recognition at the bonfire throughout the Festival.

SANTA VISIT SPONSORS - \$1500 *(four maximum)*

Santa visits the Festival six nights during the season, and he's definitely the fan favourite! Along with having your name tied to such an exciting event, you also have the opportunity to provide up to 250 treats (which could include your contact info) to be handed out to the children sharing their Christmas wish lists!

MASCOT SPONSOR - \$2500 *(exclusive to one sponsor)*

Have your company logo sewn into our exclusive AFOLS Mascot! Our light bulb themed mascot will be making the rounds this season starting with the Canada Day parade and other events in and around Airdrie. Also receive core blue light benefits.

NEW YEAR'S EVE SPONSOR - \$2500 *(exclusive to one sponsor)*

Along with core blue light benefits your company will be front and center as we advertise and celebrate at our New Year's Eve Party!

GET YOUR GLOW ON! NEW SPONSORSHIP OPPORTUNITY *(20 maximum)*

New for 2017!! Are you a small business, or have a limited budget but still want to Get Your Glow On? Then join us at our **Community Partner Level** and for \$500 your company will be recognized as an official "Get your Glow On" sponsor of the Airdrie Festival of Lights. Your support helps us keep the glow going for every visitor and organization we partner with.

Receive the following benefits: company name recognition in our official Festival Event Guide, on our Festival website, and in both Airdrie newspapers in our thank you ads. Plus we'll provide our digital Festival logo for use in your marketing to let people know you are a proud supporter of the Festival!

For more information, contact:

Todd Brand, Sponsorship Coordinator: (403) 608-2710 or sponsorship.afols@gmail.com

For full benefit details and conditions, please click the sponsorship tab at www.airdriefestivaloflights.com

Festival Displays

Signage is ranked in order by combination of size, location and prominence.

GRAND-LEVEL DISPLAYS | GREEN LIGHT SPONSORS

(four sponsors total)

Choose one of the following groupings where your logo will be featured on two signs located at each end of your display choice.

North Pole
Candy Land
Skating Party
Woodland Fantasy

MID-LEVEL DISPLAYS | YELLOW LIGHT SPONSORS

(four sponsors total)

Choose one of the following groupings where your logo will be featured on one sign at your display choice.

Winter Wonderland
Poinsettia Arch
Santa Takes Flight
Penguin Village

STANDARD-LEVEL DISPLAYS | BLUE LIGHT SPONSORS

(four sponsors total)

Choose one of the following groupings where your logo will be featured on one sign at your display choice.

Townscape
Nativity
Skiers
Toy Train Express



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SOLD **SUPER GLOW** Sponsorships

Thank you for your help bringing the magic of the Festival to life, while putting your company image at the heart of it all.

SANTA TRANSPORTATION SPONSOR - \$2500 *(exclusive to one sponsor)*

Help Santa make his way to the Festival! Receive core blue light benefits **plus** the honour of transporting Santa to the Festival on six nights.

"MOVIES IN THE PARK" SPONSOR - \$2500 *(exclusive to one sponsor)*

Attach your name to this popular annual event. Receive core blue light benefits **plus** your company logo will be placed in the Festival event guide movie night advertisement. On site recognition and signage included.

TREES SPONSOR - *(exclusive to one sponsor)*

KIDS ACTIVITY SPONSOR - \$2000 *(exclusive to one sponsor)*

One night per week, volunteers from Community Links and AFOLS will provide free crafts for kids in the Festival tent. Your sponsorship investment will be shared between the AFOLS and Community Links.

Also receive core blue light benefits and signage in the tent.

VOLUNTEER PROGRAM SPONSOR - \$5000 *(exclusive to one sponsor)*

AFOLS is all about volunteerism and you can be at the heart of our program. Receive core yellow light benefits **plus** designation as the volunteer program sponsor. Includes signage at the volunteer office, special recognition in the Festival event guide and promotion at the wrap up party. Work with us to develop ways we can appreciate and support our volunteers.

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