



Bright Light Display Sponsorship Core Benefits

Blue Light Sponsors Receive:

1. **Recognition as an official AFOLS sponsor** - with appreciation you will be recognized for making Airdrie Festival of Lights shine brightly this year!
2. **Approved use of AFOLS storefront decal** - AFOLS will provide you with a storefront logo decal.
3. **Approved use of AFOLS logo on sponsor website** - AFOLS will provide an electronic logo for use on your company website highlighting your sponsorship.
4. **AFOLS Official Event Guides provided for distribution** - AFOLS will deliver 50 copies of the AFOLS Event Guide to your company for distribution to your customers.
5. **Invitation to Festival wrap-up party** - Held in early 2018. Two invitations provided.
6. **Company name recognition in newspapers** - Name listed in thank you advertisement in early 2018 in the Airdrie City View and Airdrie Echo newspapers.
7. **Company name on main entrance sponsor signage** - Name displayed with appreciation on sponsor signage near the main entrance to the Festival.
8. **Official Event Guide ad discount** - 25% discount on the purchase of an advertisement in the AFOLS Official Event Guide, a full colour, professionally produced magazine. Estimated 28,000 copies are distributed with airdrielife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional estimated 5000 copies available for distribution by the Festival. Various ad size options are available.
9. **Company logo on AFOLS website** - Full colour company logo will be visible on the AFOLS sponsorship tab through June 2018.
10. **Company logo on AFOLS social media** - Social media refers to the AFOLS Facebook page and may include other methods of social media.
11. **Company logo in AFOLS Official Event Guide** - Full colour logo presented on the sponsorship page of the AFOLS Official Event Guide.

Yellow Light Sponsors receive the above benefits with the following upgrades or additional items:

12. **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.
13. **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.
14. **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:

15. **Company hyperlink on AFOLS website** - Company logo on AFOLS site will have hyperlink to company website through June 2018.
16. **Company hyperlink on AFOLS social media** - Company logo on Facebook page will have hyperlink to your company website through June 2018.
17. **Framed commemorative certificate** - Commemorative certificate for display at your company office.
18. **Banner placement in tent (festival provides)** - AFOLS 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.

Bright Light Display Sponsor Signage Benefits

Blue Light Display Signage

- Company logo on display signage at one standard level light display throughout Festival.
- Signage will be provided by AFOLS.

Yellow Light Display Signage

- Company logo on display signage at one mid level light display throughout Festival.
- Signage will be provided by AFOLS.

Green Light Display Signage

- Company logo on display signage at one grand level light display throughout Festival. Logo will appear on two display signs.
- Signage will be provided by AFOLS.

Super Glow Package Details

Fire Pit Sponsors (5 sponsors maximum)

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

Santa Visit Sponsors (four maximum)

- Core **Blue Light** benefits.
- Logo on signage (shared with up to three other sponsors) near the Santa visits area throughout the festival.
- Six Santa visit nights are planned.
- Opportunity (optional) to provide up to 250 treats to kids on one specific night of Santa visits. Treats can include company contact information.
- Special recognition in the Official Festival Event Guide.

Mascot Sponsor (exclusive to one sponsor)

- Core **Blue Light** benefits.
- Two year commitment required.
- 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 on the Official Festival 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 (Facebook and/or other methods) during lead up to event.

"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 2' by 8' or equivalent) to be hung inside tent on movie night.
- 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 AFOLS 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.

Kids Activity Sponsorship (exclusive to one sponsor)

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

Community Partner Level (20 maximum)

- Recognition as an official AFOLS sponsor - with appreciation you will be recognized for making Airdrie Festival of Lights shine brightly this year!
- Approved use of AFOLS logo on sponsor website - AFOLS will provide an electronic logo for use on your company website highlighting your sponsorship.
- AFOLS Official Event Guides provided for distribution - AFOLS will deliver 50 copies of the AFOLS Event Guide to your company for distribution to your customers.
- Invitation to Festival wrap-up party - Held in early 2018. Two invitations provided.

- Company name recognition in newspapers - Name listed in thank you advertisement in early 2018 in the Airdrie City View and Airdrie Echo newspapers.
- Company name on AFOLS website - Company name will be visible on the AFOLS sponsorship tab through June 2018.
- Company name in AFOLS Official Event Guide - Company name listed on the sponsorship page of the AFOLS Official Event Guide, a full colour, professionally produced magazine. Estimated 28,000 copies are distributed with airdriehlife magazine – including 100 racks in Calgary and Cross Iron Mills, plus an additional estimated 5000 copies are available for distribution by the Festival.

Important Notes

- Light displays are designated as standard, mid or grand based on a combination of size, location and prominence.
- Sponsorships after October 13, 2017 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 AFOLS by Friday, October 13, 2017.** 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. On very cold nights the Festival operates on a "lights only" set up meaning volunteers, trains, mascots, hot chocolate etc. are not in operation. We appreciate your understanding that weather conditions are not in our control.
- All sponsorships include the first right of refusal for 2018 unless otherwise stated in the sponsorship agreement.

How to Secure your Sponsorship

- Please contact **Todd Brand, our 2017 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 Society.
- At your preference, Todd can meet in person, or walk through details by email or phone.
- Todd may be reached at;
 - Email: sponsorship.afols@gmail.com
 - Phone: 403-608-2710