

# 2019

## Official Sponsorship Guide

*Your opportunity to partner with Airdrie's premier tourism event!*



Get Your Glow On!

December 1-31 6PM - 9PM

# For 24 GLOWING YEARS, sponsors have been integral to our success!

Your support makes it all happen as we create new levels of engagement for our community and guests of all ages.

## #sharetheglow

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.

**Our Mission:** The mission of the Airdrie Festival of Lights Society is to provide an opportunity for the citizens and businesses within Airdrie and surrounding areas to participate in an outdoor light festival like no other, while engaging in positive partnerships with other non-profit organizations.

**Our Vision:** The Airdrie Festival of Lights has always been committed to providing an affordable, family friendly Christmas Festival of Lights experience for the people of Airdrie and Southern Alberta, which is suitable for all ages! At the same time provide a venue in which other non-profit organizations can raise funds for their activities.

- We are so excited to announce that our website will be getting a **complete redesign for 2019!** It will be fresh, fun, informative, interactive, and easy to use! Watch for the changes in late Spring.
- 2018 saw more than **63,000 visitors**, our highest season ever! Guests came from all over Alberta, Canada, and the world.
- Last year the AFOLS also attended the **Airdrie Home & Lifestyle Show, Airdrie Children's Festival, airdrieFEST, Airdrie Unmask Mental Health Event, as well as Olds' Old-Fashioned Christmas and Santa Claus Parade.** We concluded our pre-season with the **Airdrie Santa Claus Parade.**
- Our **Entertainment Tent** was well utilized by local youth, school, and arts & culture groups for the month of December!
- We remain **Western Canada's largest outdoor walk through light festival**, and we are proud to say we don't charge admission. Our prices for train rides and hot chocolate have not changed in 24 years!
- Volunteers logged more than **3,000 hours** in the month of December alone!
- In 2018 we had eight Corporate Volunteer Groups! This partnership with local businesses offers volunteer opportunities and provides team-building experiences for staff members. It's a perfect opportunity to engage with your customers and local community, outside of your business walls! Make it a part of your sponsor package today!
- Our partner groups for 2018 included, **Airdrie Professional Firefighters Local 4778, with the Tim Jackson Memorial Scholarship Fund, Airdrie Emergency Services with Airdrie & District Victims Assistance Society, Nose Creek Valley Museum, Airdrie & District Hospice Society, Airdrie Food Bank, Airdrie Lioness Christmas Hamper Program, 100 Women Who Care Airdrie, Community Links** as well as six other fundraising groups.

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.


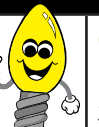



































### Value

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.

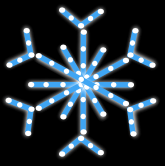
Core Sponsor Benefits	Blue Light \$1,500 	Yellow Light \$2,500 	Green Light \$3,500 
	4 Available	5 Available	4 Available
Recognition as an official AFOLS sponsor			
Approved use of AFOLS storefront decal			
Approved use of AFOLS logo on sponsor website			
Invitation to Festival wrap up party			
Company name recognition in newspapers			
Company name on main entrance sponsor signage			
Opportunity to donate giveaway items			
Company logo on AFOLS website			
Company logo on AFOLS social media			
Banner placement in tent (sponsor provides)			
Complimentary hot chocolate & train ride vouchers			
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 <b>Blue Light</b> display			
Company logo at one <b>Yellow Light</b> display			
Company logo at one <b>Green Light</b> display Two Signs!			

# Festival Displays

Signage levels are determined by a combination of size, location and prominence.



## GREEN LIGHT SPONSOR

*One sponsor per display*

**North Pole**

**Skating Party**

**Candy Land**

**Woodland Fantasy**

Choose one of the following display groupings where your logo will be prominently featured on TWO signs for all 31 days of the Festival!



## YELLOW LIGHT SPONSOR

*One sponsor per display*



**Santa Takes Flight**

**Penguin Village**

**Winter Wonderland**

**Poinsettia Arch**

**Twelve Days of Christmas**

Choose one of the following display groupings where your logo will be prominently featured on display signage for all 31 days of the Festival!

## BLUE LIGHT SPONSOR

*One sponsor per display*

**Townscape**

**Ski Run**

**Nativity**

**Toy Train Express**

Choose one of the following display groupings where your logo will be prominently featured on display signage for all 31 days of the Festival!



**For more information, contact:**

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

For full benefit details and conditions, please click the sponsorship tab at [www.airdrielights.com](http://www.airdrielights.com)



## SUPER GLOW Sponsors

All Super Glow sponsorships include core **Blue, Yellow or Green Light** benefits.

These also offer unique opportunities that bring the magic of the Festival to life, putting your company at the heart of it all!

### SANTA'S GIFT SHOP SPONSOR - \$2500

*(exclusive to one sponsor)*

Along with **Blue Light** benefits, your company logo is displayed on two storefront signs plus on our Santa's Gift Shop bags. Includes our unique Kid's Only shopping area, with locally sourced products. Patrons will think of you as they shop for fun holiday gifts.



### NEW YEAR'S EVE SPONSOR - \$2500

*(exclusive to one sponsor)*

Along with **Blue Light** benefits your company will be front and center as we advertise and celebrate at our New Year's Eve Party! Includes extensive social media presence as New Year's Eve approaches.

### FIRE PIT SPONSORS - \$1500

*(four sponsors maximum)*

Be associated with the warmth of the Festival! Receive **Blue Light** benefits plus logo recognition at the bonfire throughout the Festival.

### SANTA VISIT SPONSOR - \$1500

*(exclusive to one sponsor)*

Santa visits the Festival six nights during the season, and he's definitely the fan favorite! Along with **Blue Light** benefits you receive signage at the Santa visits and your logo on branded giveaways.

### For more information, contact:

Todd Brand, Sponsorship Coordinator: (403) 608-2710 or [sponsorship.afols@gmail.com](mailto:sponsorship.afols@gmail.com)  
For full benefit details and conditions, please click the sponsorship tab at [www.airdrielights.com](http://www.airdrielights.com)



## SUPER GLOW Sponsors

All Super Glow sponsorships include core **Blue, Yellow or Green Light** benefits.

These also offer unique opportunities that bring the magic of the Festival to life, putting your company at the heart of it all!

### VOLUNTEER PROGRAM SPONSOR - \$5000

*(exclusive to one sponsor)*

AFOLS, along with volunteers from Community Links are onsite four nights to provide free crafts for kids in the festival tent. Your sponsorship investment will be shared between AFOLS and Community Links. Also receive core **Blue Light** benefits and signage in the tent.

### PERFORMING ARTS SPONSOR - \$2500

*(exclusive to one sponsor)*

Our Festival highlights the talents of many local artists/groups. Along with **Blue Light** benefits, attach your brand to the creative energy on display in the Festival Event Tent!

### SANTA TRANSPORTATION SPONSOR - \$2500

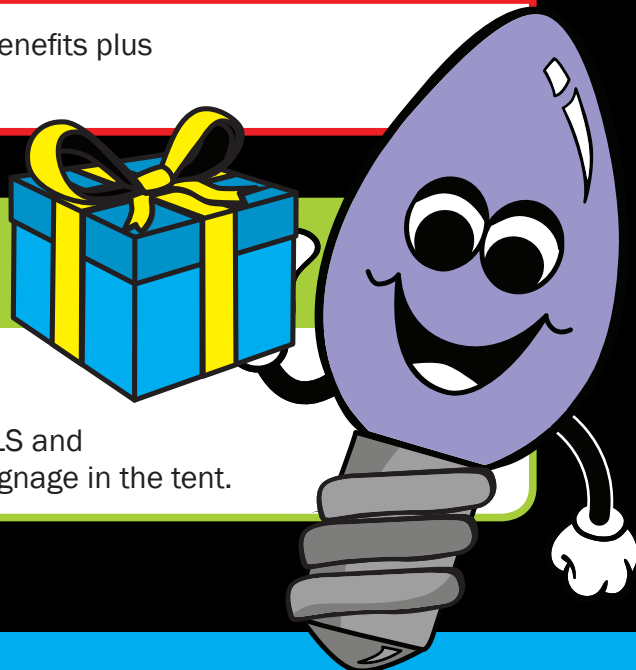
*(exclusive to one sponsor)*

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

### KIDS ACTIVITY SPONSOR - \$2500

*(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.



**For more information, contact:**

Todd Brand, Sponsorship Coordinator: (403) 608-2710 or [sponsorship.afols@gmail.com](mailto:sponsorship.afols@gmail.com)  
For full benefit details and conditions, please click the sponsorship tab at [www.airdrielights.com](http://www.airdrielights.com)