

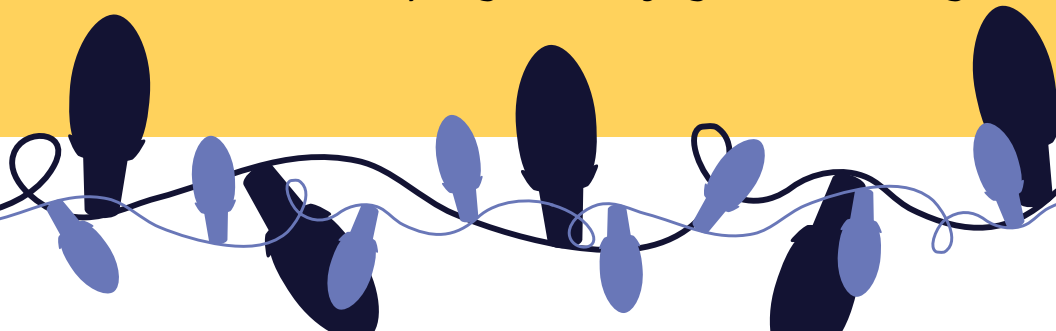


9th Annual
HOLIDAY LIGHT FANTASIA
2019-2020 Sponsorship Opportunities

Runs November 28 - January 1

• GOODWIN PARK, HARTFORD •

channel3kidscamp.org • holidaylightfantasia.org



SPONSORSHIP LEVELS

STAR SPONSOR - \$10,000

- Logo inclusion in TV spot PSA to be aired on WFSB Channel 3 *
- Logo on cover of program book, given to all vehicles (approximately 100,000 people) *
- Logo/link inclusion in print and online advertising, promotion, and event marketing materials including Kids Camp print/electronic publications, Channel3KidsCamp.org, and HolidaylightFantasia.org and social media (excludes HLF coupon) *
- Logo included on billboard(s) located throughout Hartford area *
- Sponsor Recognition in FM broadcasted soundtrack narrated by Scot Haney (minimum of 2 times)
- Prime Banner space at Holiday Light Fantasia
- Rotating digital ad on website
- Illuminated sign featuring company name/logo at your choice of the following displays: SS Tom Sawyer, Peace on Earth, Giant Menorah, Jingle Bell Archways, Noah's Ark, or Manger Scene. (Photos available upon request.)
- Full Page advertisement & sponsor recognition in Holiday Light Fantasia program book given to all vehicles (approximately 100,000 people) *
- Press Release announcing sponsorship commitment *
- 10 Tickets to VIP 'Sneak Peek' party with food, entertainment and more
- 50 tickets to distribute to clients/staff
- Logo recognition in our 2019 annual report

RUBY SPONSOR - \$7,500

- Logo on front cover of program book, given to all vehicles (approximately 100,000 people) *
- Logo/link inclusion in all print and online advertising, promotion, and event marketing materials including Kids Camp print/electronic publications, channel3kidscamp.org, & holidaylightfantasia.org and social media. (excludes HLF coupon) *
- Sponsor Recognition in FM broadcasted soundtrack narrated by Scot Haney (minimum of 2 times)
- Banner space at Holiday Light Fantasia
- Illuminated sign featuring company name/logo at your choice of the following displays: Three Kings, Old Man Winter, Santa in Flight, Gingerbread House, Holly Archways (Photos available upon request.)
- Half page advertisement in Holiday Light Fantasia program book, given to all vehicles (approximately 100,000 people) *
- Sponsorship recognition in Holiday Light Fantasia program book with logo *
- Press Release announcing sponsorship commitment *
- 8 tickets to our VIP 'Sneak Peek' party with food, entertainment, and more
- 30 tickets to distribute to clients/staff
- Logo recognition in Channel 3 Kids Camp 2019 annual report

* Indicates Time Sensitive

GOLD SPONSOR - \$5,000

- Logo/link inclusion in select print and online advertising, promotion, and event marketing materials including Kids Camp print/electronic publications, Channel3KidsCamp.org, and HolidaylightFantasia.org, and social media
- Sponsor Recognition in FM broadcasted soundtrack narrated by Scot Haney (minimum of 2 times)
- Banner space at Holiday Light Fantasia
- Illuminated sign featuring company name/logo at your choice of the following displays: Harry Potter, Waving Santa, Penguin Family, Spongebob Squarepants & Friends, Reindeer Arches, Lightning McQueen, Dora the Explorer, Frogs a Leaping, Swans on the Pond (Photos available upon request.)
- Half Page advertisement in Holiday Light Fantasia program book, given to all vehicles (approximately 100,000 people) *
- Press Release announcing sponsorship commitment *
- Sponsorship recognition in Holiday Light Fantasia program book *
- 6 Tickets to our VIP 'Sneak Peek' party with food, entertainment and more
- 20 tickets to distribute to clients/staff
- Logo recognition in our 2019 annual report

SILVER SPONSOR - \$2,500

- Logo/link inclusion in select print and online advertising, promotion, and event marketing materials including Kids Camp print/electronic publications, Channel3KidsCamp.org, and HolidaylightFantasia.org, and social media
- Illuminated sign featuring company name/logo at your choice of the following displays: Present Explosion, Snowball Toss, Snowman Family, Toy Land Archway, Pokemon Crew, Santa on Chimney. (Photos available upon request.)
- Quarter page advertisement in Holiday Light Fantasia program book, given to all vehicles (approximately 100,000 people) *
- Sponsorship recognition in Holiday Light Fantasia program book with logo *
- 4 Tickets to our VIP 'Sneak Peek' party with food, entertainment and more
- 10 tickets to distribute to clients/staff
- Recognition in our 2019 annual report

BRONZE SPONSOR - \$1,000

- Logo recognition on the Kids Camp website (with live link), Holiday Light Fantasia website (with live link), in event program and on social media. *
- Illuminated sign featuring company name/logo at your choice of the following displays: Big Red Dog, Lizard, Bunny, Teddy Bear, Ghost, Woodchuck with Santa Hat, Unicorn, Flamingo. (Photos available upon request.)
- Quarter page advertisement in Holiday Light Fantasia program book, given to all vehicles (approximately 100,000 people) *
- Sponsorship recognition in Holiday Light Fantasia program book with logo *
- 2 Tickets to our VIP 'Sneak Peek' party with food, entertainment and more
- 4 tickets to distribute to clients/staff
- Recognition in our 2019 annual report

SPARKLE SPONSOR - \$500

- Logo recognition on the Kids Camp website (with live link), Holiday Light Fantasia website (with live link), in event program and on social media. *
- Sponsorship recognition in Holiday Light Fantasia program book with logo *
- 2 Tickets to our VIP ‘Sneak Peek’ party with food, entertainment and more
- 2 tickets to distribute to clients/staff
- Recognition in our 2019 annual report

About the event: Holiday Light Fantasia is a much loved Greater Hartford tradition. The 2-mile show transforms Goodwin Park into a drive-through wonderland of holiday spirit with a beautiful collection of over one million lights.

Whimsical holiday scenes, familiar characters and local tributes shine bright in larger-than-life lighted scenes and 200 individual displays. Lighted animations celebrate not only Christmas, but Hanukkah, New Years, and Three Kings Day.

The Hartford Holiday tradition welcomed approximately 100,000 visitors last year!

PROGRAM ADS

Full Page	5”W x 8”H	\$600
Half Page	5”W x 3.88”H	\$300
Quarter Page	5”W x 1.88”H	\$200

MAKE A SPONSORSHIP WORK FOR YOU!

Contact us to learn more about CUSTOM-MADE PARTNERSHIP opportunities based on your specific marketing goals. We’ll develop a promotion just for you to provide the resources matching your particular business and marketing requirements. To make a lasting impression on your customers, employees and associates please contact:

Susan Baroni-Schaeffer, Manager of Corporate Relations
s.baronischaeffer@channel3kidscamp.org
Office 860.742.2267 x 120



Channel 3 Kids Camp
860.742.2267

73 Times Farm Road | Andover, CT 06232
www.channel3kidscamp.org | www.holidaylightfantasia.org

