

AIRDRIE

FESTIVAL OF

Lights



Get Your Glow On!

DECEMBER 1-31 | 6PM - 9PM



2023 OFFICIAL
SPONSORSHIP
GUIDE

YOUR OPPORTUNITY TO PARTNER WITH
AIRDRIE'S PREMIER TOURISM EVENT!



CELEBRATING 28 YEARS OF TRADITION

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.



In 1996, the Airdrie Festival of Lights Society (AFOLS) began with a group of local residents committed to putting Airdrie on the map! Since then, the Airdrie Festival of Lights has grown into Western Canada's largest outdoor walk-through light display. The Festival now averages over 70,000 visitors each year!

Our mission is to provide an opportunity for residents 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.

By sponsoring this event you are helping us fulfill our vision of providing an affordable, family-friendly Festival of Lights experience!

VALUE

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

PARTNERSHIP

Working together is how great events come to life!

PROMOTION

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

COMMUNITY

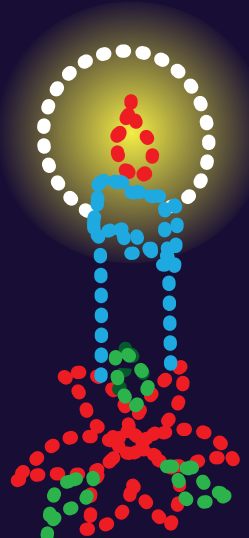
Contribute to a celebration that gives back to our community and brings families, friends and neighbours together.

RECOGNITION

Be recognized as a business that invests in your local community.




share
the
glow!

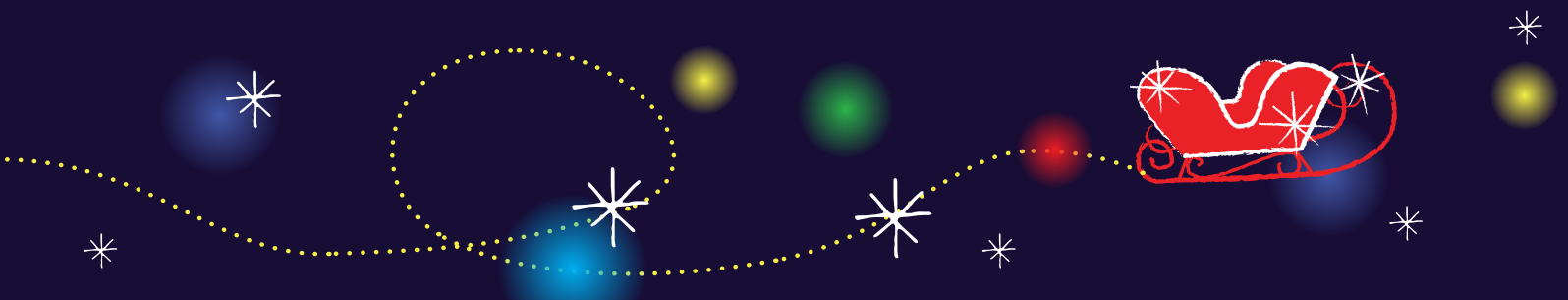
#ShareTheGlow



BRIGHT LIGHT SPONSORS

Bring the shine and sparkle of the Airdrie Festival of Lights to life.
We appreciate your investment and will work hard to bring your brand *into the GLOW* of the Festival.

Core Sponsor Benefits	BLUE LIGHT \$1500 	YELLOW LIGHT \$2500 	GREEN LIGHT \$3500 
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 logo on main entrance sponsor signage	*	*	*
Company logo on Sponsor tab & banner on AFOLS website	*	*	*
Recognition on applicable activity page on AFOLS website	*	*	*
Company logo on AFOLS social media	*	*	*
Complimentary hot chocolate & train ride vouchers		*	*
Banner placement in tent (Sponsor provides)			*
Banner placement in tent (Festival provides)			*
Company hyperlink on AFOLS website			*
Company hyperlink on AFOLS social media			*
Framed Commemorative certificate			*
Bright Light Display Benefits			
Pop up logo on the AFOLS website interactive Festival map	*	*	*
Company logo at one Blue Light display	*		
Company logo at one Yellow Light display		*	
Company logo at one Green Light display (Two Signs!)			*



FESTIVAL DISPLAYS

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

GREEN LIGHT SPONSOR

One sponsor per display

**North Pole
Candyland**

**Skating Party
Woodland Fantasy**

Choose one of the above display groupings where your logo will be prominently featured on TWO 4' x 8' signs for all 31 days of the Festival!



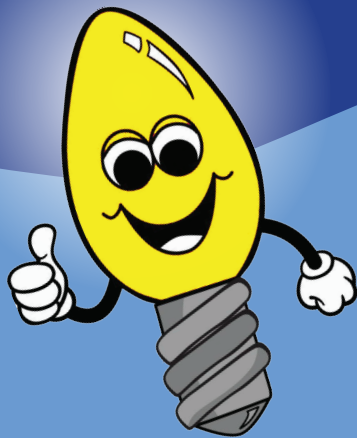
YELLOW LIGHT SPONSOR

One sponsor per display

**Santa Takes Flight
Penguin Village**

**Winter Wonderland
Poinsettia Arch**

Choose one of the above display groupings where your logo will be prominently featured on ONE 4' x 8' sign for all 31 days of the Festival!



BLUE LIGHT SPONSOR

One sponsor per display

**Townscape
Nativity
Ski Run**

**Twelve Days of Christmas
Toy Train Express**

Choose one of the above display groupings where your logo will be prominently featured on ONE 4' x 4' sign for all 31 days of the Festival!



\$2500

SANTA'S GIFT SHOP SPONSOR

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

exclusive to one sponsor

\$2500

CANDY CANE LANE SPONSOR

A unique package highlighting our walking path entrances to Nose Creek Park from Main Street, with our brightly lit, candy cane coloured arches. This package also includes Blue Light benefits, and three signs with your company logo attached.

exclusive to one sponsor

\$1500

FIRE PIT SPONSOR

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

shared between four sponsors

\$2500

"Your Company Name" FAMILY FUN NIGHT

Be front and center as we bring in Santa's Reindeer for a visit. Along with Blue Light benefits, you'll receive a full night activation including free train tickets for the first 100 guests that visit your booth. Plus the opportunity to provide other activities and giveaways with our guests.

exclusive to one sponsor

\$2500

EVENT STAGE 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!

exclusive to one sponsor

SUPER GLOW SPONSORS

All Super Glow sponsorships include Blue, Yellow or Green Light core benefits and offer unique opportunities that put your company into the magic and fun of the Festival!



\$5000

VOLUNTEER PROGRAM SPONSOR

AFOLS is all about volunteerism and you can be at the heart of our program. Receive Green Light benefits plus designation as the Volunteer Program Sponsor. Includes signage at the volunteer office, special recognition on the Festival website and promotion at the wrap up party. Work with us to develop ways we can appreciate and support our volunteers.

exclusive to one sponsor



SANTA VISIT SPONSOR

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

exclusive to one sponsor.



\$2500



\$2500

KIDS ACTIVITY SPONSOR

Volunteers from Community Links and AFOLS will provide free crafts for kids in the Festival tent, a minimum of six nights during the Festival.

exclusive to one sponsor



\$1500

FESTIVE TREE SPONSOR

Receive core Blue Light benefits and your company logo on signage near our amazing, professionally decorated festive trees. These beautiful trees are located near the center of our Festival activities.

exclusive to one sponsor



ENGAGE WITH OUR GUESTS

Activations are a great way to engage with the public, allowing you direct promotion of services or products offered. Join us in our heated tent and set up your booth, including games, prizes, swag give away, Festival coupon distribution, etc. Several fee options are available including discounts for multiple dates, and/or when adding an activation to your sponsor package.

ready to
get your **GLOW** on?

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 airdrielights.com