

30

GLOWing Years

L



ights

AIRDRIE FESTIVAL OF

2025

OFFICIAL  
SPONSORSHIP  
GUIDE

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





# CELEBRATING 30 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. SINCE THEN, The Airdrie Festival of Lights has grown into Western Canada's largest walk-through light display, averaging 75,000 visitors each season.



share  
the  
glow!

#ShareTheGlow



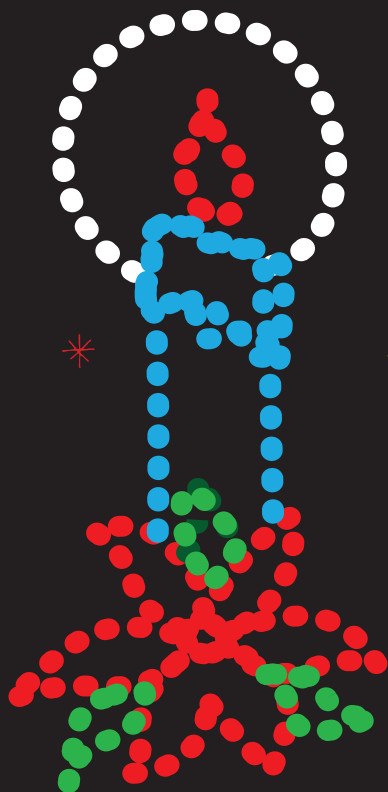


In 1996, the Airdrie Festival of Lights Society (AFOLS) began with a group of local residents committed to putting Airdrie on the map! Since then, the Airdrie Festival of Lights has grown into Western Canada's largest outdoor walk-through light display. The Festival reached an attendance record in 2023 with 85,000 visitors getting their GLOW ON!



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.

# 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.

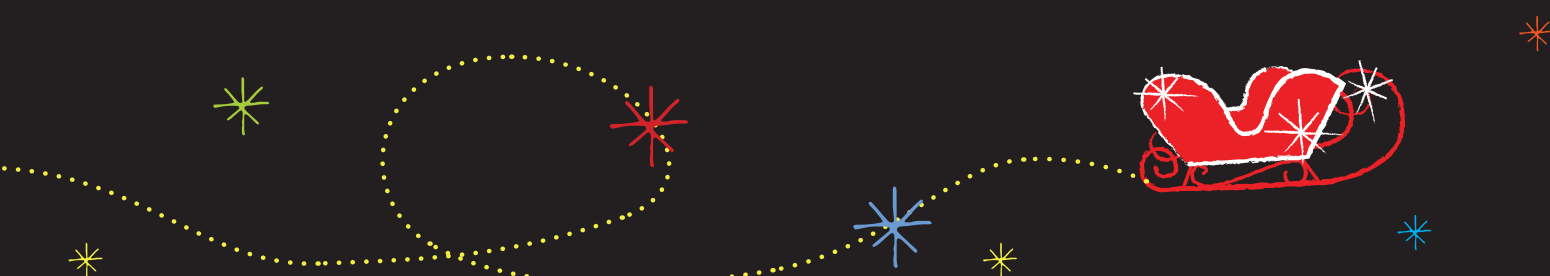
## Core Sponsor Benefits



	BLUE LIGHT	YELLOW LIGHT	GREEN LIGHT
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 logo on main entrance sponsor signage	*	*	*
Company logo on Sponsor tab & banner on AFOLS website	*	*	*
Recognition on applicable activity page on AFOLS website	*	*	*
Sponsor Spotlight on AFOLS social media	*	*	*
Complimentary hot chocolate and/or train ride vouchers		*	*
Banner placement in tent (Sponsor provides)		*	
Banner placement in tent (Festival provides)			*
Company hyperlink on AFOLS website			*
Framed commemorative certificate			*

## Bright Light Display Benefits

	BLUE LIGHT	YELLOW LIGHT	GREEN LIGHT
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.

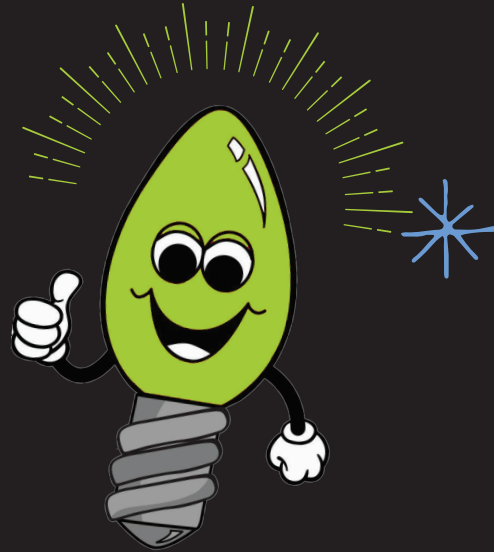
## GREEN LIGHT SPONSOR

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**

**FAMILY FUN NIGHT**

Your name front and center on this family focused evening. Along with blue light benefits, you'll receive a full night exclusive activation in our event tent, including free train tickets for the first 100 guests. Includes, the opportunity to provide other activities and giveaways on this night.

*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!



## 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*

## LIGHT UP THE NIGHT SPONSOR

Join us as we gather our community together to open another GLOWing season of Lights. Have your company featured as we turn on the official Festival of Lights' Tree for our 30th Season, followed by the lighting of all the displays.



## SANTA VISIT SPONSOR

Santa visits the Festival eight 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.

*exclusive to one sponsor.*

## 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](mailto:sponsorship.afols@gmail.com)

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