



# 11th Annual Holiday Light Fantasia

2021-2022 Sponsorship Opportunities

Thanksgiving night - January 2, 2022

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Goodwin Park, Hartford

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[channel3kidscamp.org](http://channel3kidscamp.org) | [holidaylightfantasia.org](http://holidaylightfantasia.org)

# STAR SPONSOR - \$10,000

- Logo inclusion on the front cover of the online program
- 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
- Logo included on billboard(s) located throughout Connecticut
- Sponsor Recognition on FM broadcasted soundtrack narrated by Scot Haney (minimum of 2 times)
- Prime Banner space at Holiday Light Fantasia
- Rotating logo on Holiday Light Fantasia and Channel 3 Kids Camp websites
- An illuminated sign featuring your name/logo at your choice of a premium large display. Examples include: 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 online program book
- Press Release announcing sponsorship commitment
- 50 tickets to distribute to clients/staff
- Logo recognition in our 2021 annual report

# RUBY SPONSOR - \$7,500

- Logo inclusion on the front cover of the online program
- Logo/link included in all print and online advertising, promotion, and event marketing materials including Kids Camp print/electronic publications, channel3kidscamp.org and holidaylightfantasia.org, and social media.
- Banner space at Holiday Light Fantasia
- An illuminated sign featuring your name/logo at your choice of a large display. Examples include: Three Kings, Old Man Winter, Santa in Flight, Gingerbread House, Holly Archways, Spongebob Squarepants & Friends ( Photos available upon request.)
- Half Page advertisement & sponsor recognition in Holiday Light Fantasia online program book
- Press Release announcing sponsorship commitment
- 30 tickets to distribute to clients/staff
- Logo recognition in our 2021 annual report

## 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
- Banner space at Holiday Light Fantasia
- An illuminated sign featuring your name/logo at your choice of a medium display. Examples include: Harry Potter, Waving Santa, Penguin Family, Reindeer Arches, Lightning McQueen, Dora the Explorer, Frogs a Leaping, Swans on the Pond, Present Explosion ( Photos available upon request.)
- Half Page advertisement & sponsor recognition in Holiday Light Fantasia online program book
- Press Release announcing sponsorship commitment
- 20 tickets to distribute to clients/staff
- Logo recognition in our 2021 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
- An illuminated sign featuring your name/logo at your choice of a small display. Examples include: Snowball Toss, Snowman Family, Toy Land Archway, Pokemon Crew, Santa on Chimney. (Photos available upon request.)
- Sponsorship recognition in Holiday Light Fantasia online program book with logo
- 10 tickets to distribute to clients/staff
- Recognition in our 2021 annual report

## Bronze Sponsor - \$1,500

- Logo recognition on the Channel 3 Kids Camp website (with live link), Holiday Light Fantasia website (with live link), and on social media.
- An illuminated sign featuring your name/logo at your choice of a single pane display. Examples include: Big Red Dog, Lizard, Bunny, Teddy Bear, Ghost, Woodchuck with Santa Hat, Unicorn, Flamingo. ( Photos available upon request.)
- Sponsorship recognition in Holiday Light Fantasia online program book with logo
- 8 tickets to distribute to clients/staff.
- Logo recognition in our 2021 annual report

# SPARKLE SPONSOR - \$500

- Logo recognition on the Channel 3 Kids Camp website (with live link), Holiday Light Fantasia website (with live link), in the event program, and on social media.
- 6 tickets to distribute to clients/staff
- Recognition in our 2021 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 Year, and Three Kings Day.

**The Hartford Holiday tradition welcomed approximately 175,000 visitors last year!**

**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:

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