

Winter Lights



become **A** sponsor

Our Sponsors Both Give *and* Receive!

More than 1.2 million visitors throughout the mid-Atlantic region have participated in the magic of Winter Lights, helping to raise more than \$150,000 for local charities over the past 20 seasons.

380 illuminated displays and beautifully lit park trees dazzle 65,000 visitors annually. This year, Winter Lights opens on November 25th and runs through December 31st. (Closed December 25th.)

As a sponsor, you have the opportunity to see your name in lights for the full run of the festival, have your logo on promotional materials, receive complimentary entrance tickets to share with your employees and clients, and have the opportunity for coupons or promotional materials to be distributed to thousands of visitors.

Three special event nights afford you the additional opportunity to set up a table and interact one-on-one with our festival visitors.

Special Event Nights at Winter Lights

S'more Lights—Friday, November 18

Gather around a campfire with family and friends as you roast marshmallows and make delicious s'mores. Open-air trolley and wagon rides through the light show will be offered all evening. Warm up in our heated tent where you can visit with Santa and enjoy free hot chocolate.

Wine Under the Lights—Sunday, November 20

Bring your blanket and cozy up for a 3 mile trolley ride through a wonderland of sparkling trees and colorful displays, enjoy live music and wine tasting under a heated tent with friends, family or that special someone.

Leashes 'n' Lights—Tuesday, November 22

Canines and their families can welcome the holiday season by taking an invigorating walk through the lights and then warm up with hot drinks and a visit with Santa under a heated tent!

Past Sponsors Include:

WASH FM 97.1
Comcast
RIO Washingtonian Center
Hughes Network Systems

Adventist HealthCare
Falun Dafa Association of DC
Washington Parent Magazine
Maryland Department of Natural Resources

Winter Lights

Sponsorship

WINTER STAR (\$10,000)

SNOWFLAKE (\$5,000)

CANDY CANE (\$3,000)

GINGERBREAD (\$1,500)

GUM DROP (\$500)

	WINTER STAR (\$10,000)	SNOWFLAKE (\$5,000)	CANDY CANE (\$3,000)	GINGERBREAD (\$1,500)	GUM DROP (\$500)
Corporate logo on City-wide banners and all marketing pieces	*	*			
Corporate logo with click-through website link on the Winter Lights webpage	*	*	*		
Corporate logo on City networking posts	*	*			
Billing in ALL press releases and print ads	*	*			
Custom-built corporate logo light display	*				
Corporate banner at the beginning of the drive		*	*		
Corporate logo featured on the program postcard	*	*	*		
Corporate name listed on the program postcard and website		*		*	*
Booth space at all three special events	*				*
Opportunity to have up to 5,000 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.	*	*			
Opportunity to have up to 2,500 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.		*			
Opportunity to have up to 1,500 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.		*	*		
Opportunity to have up to 800 coupons or other marketing piece (provided by sponsor) distributed to Festival visitors.				*	
30 complimentary tickets to Winter Lights, plus 6 tickets to each Special Event Night	*				*
20 complimentary tickets to Winter Lights, plus 4 tickets to each Special Event Night		*			
15 complimentary tickets to Winter Lights, plus 2 tickets to each Special Event Night		*	*		
10 complimentary tickets to Winter Lights				*	
5 complimentary tickets to Winter Lights					*



Gaithersburg



Sponsor Application

Winter Star (\$10,000) Snow Flake (\$5,000) Candy Cane (\$3,000)

Gingerbread (\$1,500) Gum Drop (\$500)

Contact: _____ Title: _____
(Please print)

Name of Organization: _____
(aA you would like it to appear on Winter Lights materials)

Address: _____

Phone: _____ Email: _____

Method of Payment:

Check (payable to the City of Gaithersburg) VISA Mastercard Discover

Total Amount \$ _____

Credit card number: _____ - _____ - _____ - _____ Exp. date: _____

Name (as it appears on card): _____

Signature: _____

Please return this form with payment to:

Jenni Opel jopel@gaithersburgmd.gov

Department of Parks, Recreation and Culture: 506 S. Frederick Avenue, Gaithersburg, MD 20877

For Office Use Only: #43009 – Winter Lights Sponsor

Date Rec: _____

Amount Paid: _____

Date Proc: _____

Initials: _____

