

22nd ANNUAL FESTIVAL OF



SATURDAY, DECEMBER 9, 2017

Greetings!

I hope that 2017 has been a great year for you thus far! School has begun and fall is approaching! This time of year, the City of Brighton Special Events office is already coordinating the Festival of Lights. It's my pleasure to invite to you to become a part of this year's event, whether it's your first year, or you're a returning supporter!

This year we'll be celebrating the **22nd Annual Festival of Lights Parade and Winter Festival!** This highly anticipated event will feature activities throughout the day for all ages, as well as a holiday themed evening parade through downtown Brighton and surrounding areas. In an effort to honor the city's mission statement and enhance the quality of life for the community, this event is *free* and open to the public.

While the city hosts the event, it would be impossible without help from our partners. I encourage you to consider becoming a sponsor of the 2017 Festival of Lights event. Sponsoring the Festival of Lights is a unique and efficient way to advertise, gain exposure, make contacts and build positive relationships with the Brighton community. We offer a variety of sponsorship levels that provide you an opportunity to showcase your organization and benefit from exclusive exposure through the City of Brighton website and social media, KBRI TV Channel 8 and other local media. Press releases, flyers, posters and other tools are also included in this exclusive exposure, depending upon the commitment level.

The following pages will explain the various sponsorship levels and allow you to make your commitment to the Festival of Lights and the Brighton community by becoming a sponsor. Both monetary and in-kind contributions are encouraged and accepted. If you have particular suggestions or ideas, please contact Amy Porter, Special Events Lead, at 303.655.2126 or aporter@brightonco.gov. All commitments to sponsor must be made by **October 7.**

I hope we can work together to make it a great holiday event for the Brighton community!

Sincerely,

Amy Porter

Events, Volunteers & Downtown Initiative
22 South 4th Ave. Room 301
Brighton, CO 80601
(303)655-2126 Phone & Fax
aporter@brightonco.gov

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EVENT DESCRIPTION

DOWNTOWN ACTIVITIES

DOWNTOWN BUSINESS OPEN HOUSES

Beginning at 11 a.m., businesses will open their doors with special sales, holiday activities and refreshments. Enjoy our "HOMETOWN HOLIDAY TRADITION" by visiting our business open houses in downtown Brighton.

CHILDREN'S MATINEE

Show starts at 10 a.m. and admission is FREE.
SEATING IS LIMITED

HOLIDAY CAROLERS

Costumed carolers perform at Historic City Hall

WINTER FESTIVAL ACTIVITIES

CUP'A HISTORY TEA (Historic City Hall)

Join the Brighton Historic Preservation Commission at Historic City Hall, second floor, for a Cup'A History Tea and tour this 100-year-old building. Enjoy refreshments and historic favors.

TEDDY BEAR & FRIEND TREE (Historic City Hall)

Be sure to visit this spiral tree decorated with teddy bears and friends. Children 10 years and under may take a stuffed animal home at no cost, while supplies last.

WINTER PETTING ZOO (Historic City Hall)

Bring the camera and kids. Stop by and pet our furry friends.

8TH ANNUAL PAW / PAL RUN

Downtown Brighton will also host the 8th Annual Paw & Pal 1.5k Fun Run/Walk. This is your opportunity to team up with "man's best friend" for a run down Main Street from Longspeak to Bridge Street through downtown Brighton.

HAYRIDES (Historic City Hall)

Enjoy holiday carols, refreshments and fun with a hayride beginning at Historic City Hall. FREE rides – Children under 12 must be accompanied by an adult.

SANTA COMES TO TOWN (Historic City Hall)

Come tell Santa your Christmas wishes! Bring your camera and take home a photo with Santa & his helper.

FACE PAINTING (Historic City Hall)

Children 10 and under may enjoy this activity while waiting for a visit with Santa

TREE LIGHTING CEREMONY (Historic City Hall)

The Mayor and City Council members will count down the lighting of the three-story evergreen tree covered in more than 6,000 lights.

MAIN STAGE CEREMONY - 4th & Bridge St.

Entertainment, introduction of the Grand Marshal and our City Council, plus parade emcees and judges are at this location.

ENTERTAINMENT CENTERS

Four entertainment centers announcing the parade entries are located throughout the parade route. You will find restrooms and a DJ emcee at each center.

FESTIVAL OF LIGHTS PARADE

The holiday themed, evening parade, will feature local groups, organizations, businesses and families who create floats and entries in hometown traditional style. The parade will begin in Historic Downtown Brighton and travel through surrounding areas before ending at Brighton High School.

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SPONSORSHIP LEVELS

SPONSORSHIP DUE OCTOBER 7, 2017

Sponsor Rights & Benefits	Presenting \$3,000.00	Premier \$2,000.00	Executive \$1,000.00	Associate \$500.00	Ambassador \$250.00	Partner \$100.00
Logo on City of Brighton Special Events website with direct link to your organization	X					
Logo included on all additional advertising provided by event partners (may include Brighton Blade, Brighton Buzz, Val-U-Ads, Lamar Advertising billboard)	X					
Social media exposure through City of Brighton outlets (see benefits on next page)	X	X				
Logo on event poster	X	X				
Exclusive rights to a Winter Festival Activity Area (See next page for more information)	X	X	X			
Your organization listed on KBRI Channel 8 programming on Comcast Cable and online	X	X	X			
10X10 outdoor space at event	X	X	X			
Verbal recognition at entertainment centers along parade route (expected attendance 20,000 along route)	X	X	X	X		
Organization name included in event press release (reache 30,000 homes)	X	X	X	X	X	
Organization name on event brochure (10,000 mailed directly to homes & businesses)	X	X	X	X	X	X
Recognition plaque or tile	X	X	X	X	X	X
Festival of Lights Parade entry	X	X	X	X	X	X

**Sponsorship contributions may be monetary, in-kind (product and service donations), or a combination of both.

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SPONSORSHIP BENEFITS

SOCIAL MEDIA EXPOSURE

As a Festival of Lights sponsor contributing **\$2000 or more through in-kind services approved by the event or monetary contribution**, your organization will benefit from direct marketing to Brighton residents.

Social media sponsorship benefits include but are not limited to:

- Exposure to more than 10,483 residents who have actively **CHOSEN** to see the City of Brighton's social media content;
- sponsorship shout-out on event-related posts;
- listed as an event co-host and sponsor in City Facebook events;
- being "tagged" in event-related posts so users will be directed to your organization's social media accounts;
- and more!

City of Brighton Average Reach (2017)

Facebook

- Nonpaid posts: 3,000 people per post.
- Paid posts: 13,000 people per post.
- Highest reach for a nonpaid post in 2017 is 37,626 people.

Twitter

- 17,760 impressions per month.

NextDoor

- 3,725 people per post.

Instagram

- 40 likes per post.

YouTube

- 800-7,000 views per video.

EXCLUSIVE RIGHTS TO A WINTER FESTIVAL ACTIVITY AREA

This opportunity is available to sponsors who contribute **\$1000 or more, through in-kind services approved by the event or monetary contribution**. Winter Festival activity areas will be temporarily reserved for the sponsor of the previous year, until confirmation is received. Remaining areas are available on a first come, first served basis. Winter Festival activity areas are listed previously on page 2 "FESTIVAL OF LIGHTS DESCRIPTION".

Please inquire with Amy Porter (aporter@brightonco.gov) if interested in a specific Winter Festival activity area.

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EVENT SPONSOR COMMITMENT FORM

SPONSORSHIP DUE OCTOBER 7, 2017

(Please print clearly)

Company / Organization Name: _____

Contact Person: _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

E-mail _____

CHOOSE:

SPONSOR LEVEL: Partner \$100 Ambassador \$250 Associate \$500

Executive \$1,000 Premier \$2,000 Presenting \$3,000

PREFERRED WINTER FESTIVAL ACTIVITY AREA TO SPONSOR: (\$1,000 and above only)

METHOD OF PAYMENT: Cash Check # _____

Other (cashier's check, money order) _____

IN-KIND (please list) _____ \$Value _____

In-kind contributions must be items that would otherwise have to be purchased for the project. Contribution to the project provided in services rather than cash. In-kind contributions may include, but are not limited to: portions of salaries of existing positions (a staff person assigned hours toward event) equipment, space, training, food, or supplies.

Signature _____

Please complete and mail with payment
(Payable to: City of Brighton-FOL)
Events, Volunteer, & Downtown Initiative Division
22 So. 4th Ave. Room 301
Brighton, Co. 80601