



27th ANNUAL TREE LIGHTING CEREMONY
SATURDAY, DECEMBER 3, 2022
AND
FESTIVAL OF LIGHTS PARADE
SATURDAY, DECEMBER 10, 2022

Greetings!

We are excited to bring back our Festival of Lights parade and Tree Lighting Ceremony! 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 ***27th Annual Festival of Lights Parade and Tree Lighting Ceremony!*** This event will feature a tree lighting and live concert on **December 3**, as well as the community favorite, Festival of Lights parade on **December 10!** 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 2022 Festival of Lights event. Sponsoring the Festival of Lights and Tree Lighting Ceremony 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, social media, KBRI-8 (Comcast Channels 8 and 88) 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 suggestions or ideas, please contact Amy Porter, Special Events Lead, at 303.655.2126 or aporter@brightonco.gov. All commitments must be made by **November 4.**

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

Sincerely,

Amy Porter

500 S. 4th Ave.
Brighton, CO 80601
(303)655-2126
aporter@brightonco.gov



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EVENT DESCRIPTION

TREE LIGHTING ACTIVITIES - *SATURDAY, DECEMBER 3*

SANTA COMES TO TOWN -2pm

(Main Street Creatives S. Main St., Brighton, CO 80601)

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

TEDDY BEAR & FRIEND TREE -2pm

(Main Street Creatives, S. Main St., Brighton, CO 80601)

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.

FACE PAINTING – 2pm

(Main Street Creatives S. Main St., Brighton, CO 80601)

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

LIVE CONCERT IN FOUNDERS PLAZA – 5pm

(Founders Plaza, 5 S. Main St., Brighton, CO 80601)

Enjoy a LIVE outdoor concert in Founders Plaza.

TREE LIGHTING CEREMONY-5pm

(Founders Plaza, 5 S. Main St., Brighton, CO 80601)

The Mayor and City Council members will count down the lighting of Brighton's largest Christmas tree.

FESTIVAL OF LIGHTS PARADE – *SATURDAY, DECEMBER 10*

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.

FESTIVAL OF LIGHTS PARADE MAIN STAGE - *4th & Bridge St.*

Parade emcees and judges are at this location.

FESTIVAL OF LIGHTS PARADE ENTERTAINMENT CENTERS

Four entertainment centers announcing the parade entries are located throughout the parade route. At these entertainment centers you will find restrooms and a DJ emcee.



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SPONSORSHIP LEVELS

SPONSORSHIP DUE NOVEMBER 4, 2022

Sponsor Rights & Benefits	Main Stage @ Tree Lighting \$3000.00	Tree Lighting Ceremony (SOLD)	Platinum \$2,000.00	Gold \$1,000.00	Silver \$500.00	Bronze \$250.00	Partner \$100.00
Naming rights to Main Stage (live concert) at Tree Lighting Ceremony at Founders Plaza on Saturday, December 3, 2022	X						
Naming rights to Tree Lighting ceremony		X					
Logo on City of Brighton Special Events website with direct link to your organization	X	X					
Logo included on all additional advertising provided by event partners (may include Brighton Blade, Brighton Buzz)	X	X					
Social media exposure through City of Brighton outlets	X	X	X				
Logo on event poster and event banner (exception: over the street banner on Bridge Avenue)	X	X	X				
Exclusive rights to a kid's activity at the Tree Lighting Ceremony on Saturday, December 3, 2022 (ex: Teddy Bear & Friends Tree or Face Painting)	X	X	X	X			
Your organization listed on KBRI Channel 8 programming on Comcast Cable and online	X	X	X	X			
10X10 outdoor space at Tree Lighting Ceremony on Saturday, December 3, 2022	X	X	X	X	X		
Verbal recognition at entertainment centers along Festival of Lights parade route (expected attendance 20,000 along route)	X	X	X	X	X	X	
Recognition plaque or tile	X	X	X	X	X	X	X
Festival of Lights Parade entry on Saturday, December 10, 2022	X	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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EVENT SPONSOR COMMITMENT FORM
SPONSORSHIP DUE NOVEMBER 4, 2022

(Please print clearly)

Company / Organization Name: _____

Contact Person: _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

E-mail _____

CHOOSE:

- SPONSOR LEVEL: Partner \$100 Bronze \$250 Silver \$500
 Gold \$1,000 Platinum \$2,000 Tree Lighting Ceremony (SOLD)
 Main Stage @ Tree Lighting Ceremony \$3000

PREFERRED KID'S ACTIVITY 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)
500 S. 4th Ave.
Brighton, CO 80601