



FESTIVAL SPONSORSHIP PACKAGE

NOVEMBER 25, 2017 | 4:00PM - 8:00PM | 124 STREET

ABOUT:

On Saturday, November 25, 2017 the businesses of 124 Street and High Street would like to invite you to the annual light up festival to celebrate the coming of the winter season by bringing light to our burgeoning community.

FESTIVAL PROGRAMMING AREAS:

A variety of activities, installations and entertainment will take place on 124 Street, between 102 Avenue and Jasper Avenue, with some activity extending north up to 108 Avenue.

'LIGHT UP' THE NIGHT:

Join us for the main attraction! The "Light Up The Night Ceremony" takes place at 5:00PM. Join us as we countdown to the official turning on and unveiling of the holiday lights in the area!

"All is Bright" will light up the night by providing illumination, fun, and entertainment to patrons of all ages. We would like to kick off the holiday season by showcasing that 124 Street is the premier destination for food, fashion and art in Edmonton.

To view photos of last year's event, you can [find them here!](#)

MAIN FESTIVAL AND SPONSORSHIP CONTACT:

ERYNE SARABIN,
Owner of Tycoon Event Planning & Promotions
"All Is Bright" Festival Event Coordinator
Mobile: 780-667-5183
Email: eryne@tycoonevents.ca

2017 FESTIVAL SPONSORSHIP OPPORTUNITIES

Title Sponsor (1 opportunity): \$6,750 - SOLD!

Sponsorship recognition includes:

- Name recognition as Title Sponsor for "All Is Bright" 2017 festival in all print advertising, electronic and social media.
- Prominent recognition of sponsorship for the entire festival on-site, online & in email correspondence.
- Prominent signage throughout the venue and at Main Stage.
- Speaking opportunity at the Opening and Closing Ceremonies, and the "Light Up The Night Ceremony".

- Ability to showcase your business during the festival with on-site patron engagement with one of the following:
 - at the Information Tent, or
 - onsite branded tent with staffing (tent and staff provided by sponsor).
- VIP treatment and exclusive area in the beverage garden area for up to 10 guests, including complimentary drink tickets.
- First right of refusal for the 2017 festival
- Message included as part of festival announcement in the 124 Street Monthly

newsletter (date of inclusion in the newsletter at the discretion of 124 Street Business Association).

- Logo included on the following:
 - Print advertising
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Santa photo booth photos
 - Signage at the Information Tent

Community Sponsor (1 opportunity): \$5,000

Sponsorship recognition includes:

- Name recognition as Community Sponsor for "All Is Bright" 2017 festival in all print advertising, electronic and social media.
- Prominent recognition of sponsorship on-site, online & in email correspondence.
- Prominent signage throughout the venue.
- Speaking opportunity at the Opening Ceremony.

- Ability to showcase your business during the festival with on-site patron engagement with one of the following:
 - at the Information Tent, or
 - onsite branded tent with staffing (tent and staff provided by sponsor).
- Message included as part of a message to the 124 Street businesses (date of

inclusion at the discretion of 124 Street Business Association).

- Recognized at the Closing Ceremonies.
- Logo included on the following:
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent

Festival Light Up Sponsor (1 opportunity): \$5,000

Sponsorship recognition includes:

- Name recognition as Light Up Sponsor for “All Is Bright” 2017 festival in all print advertising, electronic and social media.
- Prominent recognition of sponsorship on-site, online & in email correspondence.
- Prominent signage throughout the venue.
- Speaking opportunity at the “Light Up The Night Ceremony”.
- Ability to showcase your business during the festival with on-site patron engagement with one of the following:
 - at the Information Tent, or
 - onsite branded tent with staffing (tent and staff provided by sponsor).
- Message included as part of a message to the 124 Street businesses (date of inclusion at the discretion of 124 Street Business Association).
- Recognized at the Closing Ceremonies.
- Logo included on the following:
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent

Beverage Garden Sponsor (1 opportunity): \$3,500 CASH or HOST (provide product, equipment and staffing)

Sponsorship recognition includes:

- Prominent recognition of sponsorship on-site, online and in email correspondence.
- Prominent signage at the Beverage Garden area.
- Ability to showcase your business in the Beverage Garden by having representatives onsite in the Area handing out collateral or placed at tables.
- Logo included on the following:
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent

Festival Kid’s Zone Sponsor (1 opportunity): \$3,500

Sponsorship recognition includes:

- Prominent recognition of sponsorship on-site, online and in email correspondence.
- Prominent signage throughout the Kid’s Zone Area.
- Ability to showcase your business in the Kid’s Zone Area by having representatives onsite in the Area handing out collateral or placed at tables.
- Logo included on the following:
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent

Print Sponsor (1 opportunity) or Media Sponsor (1 opportunity): IN KIND

Sponsorship recognition includes:

- Prominent recognition of sponsorship on-site, online, and in *advertising opportunities.
- Logo included on the following:
 - Festival posters, post cards, and onsite festival programs
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent
- *print sponsor to be recognized in print advertising; media sponsor to be recognized via various media-related opportunities

Festival Programming Sponsor (5 opportunities): \$2,000

Sponsorship recognition includes:

- Prominent recognition of sponsorship on-site, online and in email correspondence.
- Logo included on the following:
 - All signage at main entrance(s) to the festival
- Signage at areas of entertainment and installation programming
- Signage at the Information Tent
- Onsite festival programs

Hot Chocolate and Coffee Station Sponsor (1 opportunity): IN KIND

Sponsor to host the free hot chocolate and coffee station from 4:00PM to 6:00 PM with staffing and cover all product, equipment, and rental costs associated with the station.

Sponsorship recognition includes:

- Prominent recognition of sponsorship on-site, online and in email correspondence.
- Prominent signage at the complimentary beverage stand.
- Logo included on the following:
 - All signage at main entrance(s) to the festival
 - Signage at the Information Tent
 - Onsite festival programs

Digital Sponsor (5 opportunities; secured on a first come basis): \$750

Sponsorship recognition includes:

- Logo included on the following:
 - event website
 - social media
- All signage at main entrance(s) to the festival

Interested in a Different Level of Sponsorship or Involvement?

We are happy to tailor a sponsorship package that suits your business needs and interests. Please contact Eryne Sarabin at 780-667-5183 or eryne@tycoonevents.ca to discuss. The Sponsorship commitment deadline for the 2017 festival is September 1, 2017.

The estimated attendance for the 5th Annual "All Is Bright" Festival is 7,500 people.

SPONSORSHIP COMMITMENT

Please select from any of the following levels of sponsorship opportunities:

- Title Sponsor (1 opportunity): \$6,750 - SOLD!
- Community Sponsor (1 opportunity): \$5,000
- Festival Light Up Sponsor (1 opportunity): \$5,000
- Beverage Garden Sponsor (1 opportunity): \$3,500
 - Cash Sponsorship
 - Host Sponsorship
- Festival Kid's Zone Sponsor (1 opportunity): \$3,500
- Print or Media Sponsor (1 opportunity): IN KIND (value = approx. \$3,000)
 - Print Sponsorship
 - Media Sponsorship
- Festival Programming Sponsor (5 opportunities): \$2,000
- Hot Chocolate and Coffee Station Sponsor (1 opportunity): IN KIND (value = approx. \$1,500)
- Digital Sponsor (5 opportunities): \$750

Please send a completed copy of this form to eryne@tycoonevents.ca no later than September 1, 2017.

We will require a high resolution company logo in JPEG or .EPS format to be submitted with your completed form.

Sponsorship payments will be accepted via cheque only!

Cheques are to be made payable to:

"124 Street BRZ"

#202, 10715 - 124 Street

Edmonton, AB T5M 0H2



Questions for the 124 Street Business Association? Please phone 780-413-6503 or email info@124street.ca.

Company/Sponsor Name (as it should appear in print): _____

Company Address: _____

City: _____ Province: _____ Postal Code: _____

Name of Contact Person: _____ Email Address: _____

Office Phone Number of Contact Person: _____ Cell Number: _____

Social Media Handles (Facebook, Twitter, Insta): _____

Company Website: _____