

124 Street

PRESENTS



SPONSORSHIP CONTACT:

Jeff McLaren,

Executive Director

124 Street Business Association

Phone: 780-413-6507

Email: jeff.mclaren@124street.ca

FESTIVAL SPONSORSHIP PACKAGE

NOVEMBER 16, 2019 | 4:00PM - 8:00PM | 124 STREET & 108 Ave



Estimated attendance
at 2018 festival was

12,500

#AllisBright was trending on Twitter in Canada during the 2018 event

Join the 124 Street business community to celebrate the coming of the winter season by lighting up 124 Street with illumination, live music, street performers, fire dancers, beverage gardens, a children's activity area, food trucks, s'mores around the fire, sleigh rides, fun winter activities, and more.

All is Bright is an annual **free** community light up festival that caters to families and patrons of all ages.

FESTIVAL PROGRAMMING AREA:

124 Street (road closed) between 107 and 109 Avenues | **Main Stage:** Helen Nolan Park, 124 Street and 108 Avenue

'LIGHT UP' THE NIGHT:

Join us for the main attraction! The "Light Up the Night Ceremony" takes place at 6:00 pm. Join us as we count-down to the official unveiling of the holiday lights in the area!



2019 FESTIVAL SPONSORSHIP OPPORTUNITIES:

Title Sponsor (1 opportunity): \$6,500

- Name recognition as Title Sponsor for "All Is Bright" 2019 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:
 1. at the Information Tent, or
 2. 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.
- Message included as part of festival announcement in the 124 Street Monthly newsletter.
- Logo included on the following:
 1. Print advertising
 2. Festival posters, post cards, and onsite festival programs
 3. All signage at main entrance(s) to the festival
 4. Signage at the Information Tent
 5. Event website



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

- Name recognition as Light Up Sponsor for “All Is Bright” 2019 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.
- 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:
 1. at the Information Tent, or
 2. onsite branded tent with staffing (tent and staff provided by sponsor).
- Message included as part of festival announcement in the 124 Street Monthly newsletter.
- Recognized at the Closing Ceremonies.
- Logo included on the following:
 1. Print advertising
 2. Festival posters, post cards, and onsite festival programs
 3. All signage at main entrance(s) to the festival
 4. Signage at the Information Tent
 5. Event website

Community Sponsor (1 opportunity): \$4,000

- Name recognition as Community Sponsor for “All Is Bright” 2019 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.
- Speaking opportunity at the Opening Ceremony.
- Ability to showcase your business during the festival with on-site patron engagement with one of the following:
 1. at the Information Tent, or
 2. onsite branded tent with staffing (tent and staff provided by sponsor).
- Message included as part of festival announcement in the 124 Street Monthly newsletter.
- Recognized at the Closing Ceremonies.
- Logo included on the following:
 1. Festival posters, post cards, and onsite festival programs
 2. All signage at main entrance(s) to the festival
 3. Signage at the Information Tent
 4. Event website

Beverage Garden Sponsor (1 opportunity): \$3,500 Cash or Host (providing product, equipment and staffing)

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

Festival Kid’s Zone Sponsor (1 opportunity): \$3,000

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

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

- Prominent recognition of sponsorship for the entire festival on-site, online & in email correspondence.
 - Logo included on the following:
 1. Festival posters, post cards, and onsite festival programs
 2. All signage at main entrance(s) to the festival
 3. Signage at the Information Tent
 4. Event website
- *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

- Prominent recognition of sponsorship for the entire festival on-site, online & in email correspondence.
- Logo included on the following:
 1. All signage at main entrance(s) to the festival
 2. Signage at the Information Tent
 3. Signage at areas of entertainment and installation programming
 4. Onsite festival programs
 5. Event website

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

Sponsor to host the free hot chocolate and coffee station from 4:00 PM to 6:00 PM with staffing and cover all product, equipment and rental costs associated with the station. The station will close when the "Light Up Ceremony" starts at 6:00 PM

- Prominent recognition of sponsorship for the entire festival on-site, online & in email correspondence.
- Prominent signage at the complimentary beverage stand.
- Logo included on the following:
 1. All signage at main entrance(s) to the festival
 2. Signage at the Information Tent
 3. Onsite festival programs
 4. Event website

Digital Sponsor (5 opportunities; secured on a first come basis): \$1,000

- Logo included on the following:
 1. Event website
 2. Social media
 3. 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 Jeff McLaren at **780-413-6507** or jeff.mclaren@124street.ca to discuss. The Sponsorship commitment deadline for the 2019 festival is September 20, 2019.

SPONSOR SUMMARY

	Title Sponsor \$6,500	Festival Light Up \$5,000	Community Sponsor \$4,000	Beverage Garden \$3,500 or Host	Festival Kid Zone \$3,000	Print/ Media Sponsor IN KIND	Festival Programming \$2,000	Hot Chocolate & Coffee Station IN KIND	Digital Sponsor \$1,000
Recognition as sponsor in all print advertising, electronic and social media.	✓	✓	✓						✓*
Recognition as sponsor on-site, online and in email correspondence.	✓	✓	✓	✓	✓	✓	✓	✓	
VIP treatment and exclusive area in the beverage garden area for up to 10 guests, including complimentary drink tickets.	✓								
Prominent signage at Main Stage	✓								
Prominent signage throughout venue or sponsor specific area	✓	✓	✓	✓	✓			✓	
Speaking opportunity at the Opening Ceremony	✓		✓						
Speaking opportunity at the Closing Ceremony	✓								
Speaking opportunity at the “Light Up The Night Ceremony”	✓	✓							
Ability to showcase your business during the festival with on-site patron engagement	✓	✓	✓	✓	✓				
Message included as part of festival announcement in the 124 Street Monthly newsletter	✓	✓	✓						
Recognized at the Closing Ceremonies	✓	✓	✓						
Logo included on print advertising	✓								
Logo included on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo included in social media recognition									✓
Logo on festival posters, post cards, and onsite festival programs	✓	✓	✓	✓	✓	✓	✓**	✓**	
Logo on signage at main entrance(s) to the festival	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on signage at the Information Tent	✓	✓	✓	✓	✓	✓	✓	✓	

* = Event website and social media only

** = Onsite festival programs only

SPONSORSHIP COMMITMENT

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

<input type="checkbox"/>	Title Sponsor (1 opportunity)	\$6,500
<input type="checkbox"/>	Festival Light Up Sponsor (1 opportunity)	\$5,000
<input type="checkbox"/>	Community Sponsor (1 opportunity)	\$4,000
<input type="checkbox"/>	Beverage Garden Sponsor (1 opportunity)	\$3,500
<input type="checkbox"/>	<input type="checkbox"/> Cash Sponsorship <input type="checkbox"/> Host Sponsorship	
<input type="checkbox"/>	Festival Kid's Zone Sponsor (1 opportunity)	IN KIND (value = approx. \$3,000)
<input type="checkbox"/>	<input type="checkbox"/> Print Sponsorship <input type="checkbox"/> Media Sponsorship	
<input type="checkbox"/>	Festival Programming Sponsor (5 opportunities)	\$2,000
<input type="checkbox"/>	Hot Chocolate & Coffee Station Sponsor (1 opportunity)	IN KIND (value = approx. \$1,000)
<input type="checkbox"/>	Digital Sponsor (5 opportunities)	\$1,000

Please send a completed copy of this form to jeff.mclaren@124street.ca no later than September 20, 2019.
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 Business Association
#202, 10715 - 124 Street
Edmonton, AB T5M 0H2

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: _____



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