



The **Winter in Wilmington Light Show** is a drive-thru festival of lights featuring nearly 40 bright seasonal light displays that everyone can enjoy from the comfort of their cars! Presented as a partnership project with The Grand, Riverfront Development Corporation, and Light Action, the attraction will take place in several parking lots at the Wilmington Riverfront for five weekends starting Friday November 27th and running thru Sunday January 3rd. While patrons drive through the special course, seasonal music and messaging will be available on an FM frequency through car radios. Scheduled for five hours each evening, admission will be charged on a per-car basis, making this an affordable experience for families. Special Nights are being planned to ensure we are able to host the entire community!

Sponsorship Levels 2020

\$30,000 Star Sponsor

- Company Logo included in Event Logo
 - Company Logo displayed on public billboards
 - Company Name and Logo displayed on all printed materials
 - Company Information displayed on Event screens
 - Logo included on Welcome Banner at Event Entrance
 - Name included in all marketing materials (print or web)
 - Logo included in Newspaper and Digital advertisements
 - Name included in all radio/television advertisements
 - Company Name and Logo displayed on social media
 - Company Name and Logo displayed on prominent banner at the Light Show
 - Logo on Poster in Kiosk displayed outside of The Grand
 - Company Logo Included in Thank Ad (After the Event)
 - Company Name on invitation for Gala Light Show on December 5th
 - Company give-away included in Grand Gala Gift Pack on Dec. 5th
 - One customized page with premium placement in Gala Book (Dec. 5th)
 - 25 Gala Night Shimmer Tickets
 - 50 Car Passes to Winter in Wilmington Light Show
 - Complimentary room rental for use before a Grand performance
- *Must be used within a year/Other charges may apply

\$20,000 Snowflake Sponsor

- Company Name and Logo displayed on all printed materials
- Company Information displayed on Event screens
- Name included in all marketing materials (print or web)
- Logo included in Newspaper and Digital advertisements
- Name included in all radio/television advertisements
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- Company Name on invitation for Gala Light Show on December 5th
- Company give-away included in Grand Gala Gift Pack on Dec. 5th
- One customized page with premium placement in Gala Book (Dec. 5th)
- 15 Gala Night Shimmer Tickets
- 35 Car Passes to Winter in Wilmington Light Show
- Complimentary room rental for use before a Grand performance
- * Must be used within a year/Other charges may apply

\$15,000 Candy Cane Sponsor

- Company Information displayed on Event screens
- Name included in all marketing materials (print or web)
- Logo included in News Paper advertisements
- Name included in all radio/television advertisements
- Company Name and Logo displayed on social media
- Logo included in Digital Advertisements
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- Company give-away included in Grand Gala Gift Pack on Dec. 5th
- One customized page with premium placement in Gala Book (Dec. 5th)
- 10 Gala Night Shimmer Tickets
- 20 Car Passes to Winter in Wilmington Light Show
- Complimentary room rental for use before a Grand performance
- * Must be used within a year/Other charges may apply

\$10,000 Snowman Sponsor

- Company Information displayed on Event screens
- Logo included in News Paper advertisements
- Name included in all radio/television advertisements
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- Company give-away included in Grand Gala Gift Pack on Dec. 5th
- One customized page in Gala Book (Dec. 5th)
- 5 Gala Night Shimmer Tickets
- 15 Car Passes to Winter in Wilmington Light Show

\$7,500 Yuletide Sponsor

- Company Information displayed on Event screens
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- One page in Wonderland Booklet
- Company Logo Included in Thank Ad (After the Event)
- Company give-away included in Grand Gala Gift Pack on Dec. 5th
- Included in Gala Book Sponsor Page (Dec. 5th)
- 2 Gala Night Shimmer Tickets
- 10 Car Passes to Winter in Wilmington Light Show

\$5,000 Sleigh Sponsor

- Company Information displayed on Event screens
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- Company give-away included in Grand Gala Gift Pack on Dec. 5th
- Included in Gala Book Sponsor Page (Dec. 5th)
- 10 Car Passes to Winter in Wilmington Light Show

\$2500 Tinsel Sponsor

- Company Information displayed on Event screens
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- Included in Gala Book Sponsor Page (Dec. 5th)
- 5 Car Passes to Winter in Wilmington Light Show

\$1000 Wonderland Sponsor

- Company Information displayed on Event screens
- Company Name and Logo displayed on social media
- Company Name and Logo displayed on prominent banner at the Light Show
- Logo on Poster in Kiosk displayed outside of The Grand
- Company Logo Included in Thank Ad (After the Event)
- 5 Car Passes to Winter in Wilmington Light Show

\$500 Spotlight Sponsor

- Company Name and Logo displayed on social media
- Logo on Poster in Kiosk displayed outside of The Grand
- Included in Wonderland Booklet “Lights on Local Business” Section
- Company Logo on Personalized Yard Sign Displayed at Event
- Special Small Business Saturday Advertisements including print and digital
- 2 Car Passes to Winter in Wilmington Light Show

Websites include*: The Grand, Riverfront Development Corporation, Riverfront Wilmington

Printed Press Includes*: The News Journal, Out & About, Delaware Today

**Includes but not limited to, Winter in Wilmington Team looking to expand opportunities*