

LYNCHBURG PARKS & RECREATION PRESENTS

CELEBRATION OF LIGHTS

RIVERSIDE PARK

CELEBRATION OF LIGHTS DISPLAY INFO

Lynchburg Parks and Recreation is excited to host the second annual Celebration of Lights as we light up Riverside Park! This free, family friendly attraction will be open nightly from 5:00pm–9:00pm, December 1, 2017–January 1, 2018, and will include light displays from various Lynchburg businesses and organizations. The theme for this year's Celebration of Lights is "Lynchburg Winter Wonderland". Lynchburg businesses, schools and organizations are encouraged to sponsor or submit a light display that represents our beautiful Hill City.

Parks and Recreation is now offering sponsorship package opportunities. These packages are designed to help businesses or groups maximize exposure during this holiday event. As a sponsor, your business or group will support a community event that offers the citizens of Lynchburg and surrounding counties the opportunity to celebrate the holidays and explore the heritage and uniqueness of Lynchburg. Celebration of Lights marketing reached over 13,000 people in its very first year. The park will be lit and open to the public for 124 hours during the month of December, in addition to regular daylight hours, allowing for all day exposure of sponsorship signage. Take this opportunity to be a part of Lynchburg's best new community holiday tradition.

There will be four special event nights. On December the 1st, the Celebration of Lights will kick off with a Grand Opening celebration, featuring food trucks, festive music, while Parks and Recreation staff distributes holiday wishes to the riders. December 7th is Pedestrian Night allowing the community to walk through Riverside Park and slowly take in the ambiance of lit displays. December 14th hosts a Glow Ride encouraging cyclists to decorate their bikes and ride through the park. December 21st is a magical night with carriage rides, horses, and hot cocoa. Sponsorship registration deadline is November 1, 2017.

QUICK FACTS ABOUT THE CELEBRATION OF LIGHTS



OPEN HOUSE	12/1
PEDESTRIAN NIGHT	12/7
GLOW RIDE	12/14
CARRIAGE RIDES	12/21



PLACE	RIVERSIDE PARK
FEE	FREE TO PUBLIC
HOURS	5:00PM–9:00PM
DAYS	OPEN DAILY





CELEBRATION OF LIGHTS SPONSORSHIP LEVELS

The information below outlines five (5) sponsorship packages available for the 2017 **Celebration of Lights**. Continue reading on the next page for a visual representation of this information.

SANTA SPONSORSHIP (Title Sponsor) | \$3,000 | (1 Available)

The Santa Sponsor is the official sponsor of the 2017 Celebration of Light's season. Celebration of Light's will be open for 13 hours a day totaling 403 hours of community advertisement at Riverside Park. The Santa Sponsor will have prominent role in our internal and external promotions, including print, web, radio (*when available*), and our social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website and the naming rights for the entire season (*example: Celebration of Lights presented by Lynchburg Parks and Recreation and _____*).

In addition, the Santa Sponsor will hold a prominent role at all Celebration of Light special event nights. The Santa Sponsor will also be provided a large banner with their company name and logo by the entrance of the park, with a spot light illuminating it to ensure maximum exposure during the celebration at night. The Santa Sponsor will also have an extra-large real-estate sign by a large custom display, with a spot light to illuminate.

JINGLE BELL SPONSOR (Presenting Sponsor) | \$1,500 | (4 Available)

The Jingle Bell Sponsor is the official presenting sponsor of any special event night (*example: 'Grand Opening presented by____*). The Presenting Sponsors will have prominent roles in our internal and external promotions including print, web, radio (*when available*), and our social media promotions; as well as, acknowledgement on the Lynchburg Parks and Recreation website.

In addition, the Jingle Bell sponsors will also hold a prominent role in the special event night chosen. At the special event of choice, the Jingle Bell Sponsor's name and logo will be included on a provided banner to be hung near the entrance of the park, with a spot light illuminating it to ensure maximum exposure during the celebration at night. The jingle Bell Sponsor will also have a large sign by a custom display in the park, with a spot light to illuminate.

MISTLETOE SPONSOR (Event Sponsor) | \$500

Mistletoe Sponsors will have prominent roles in our internal and external promotions including print, web, radio (when available), and our social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website. The Mistletoe Sponsor will also have a medium sign by a custom display in the park, with a spot light to illuminate.

FRIENDS OF CELEBRATION OF LIGHTS SPONSOR | \$50

Supporting Sponsors will have a role in our internal and external promotions including print, web, radio (when available), and our social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website.

SNOWFLAKE SPONSOR | \$50-\$100

Wishing to honor a loved one this holiday season? Purchase a snowflake or star that will be hung in the park as a beautiful, sparkling reminder of your loved one. Your loved one's name will also be recognized on our website. See catalog for choices.



















SPONSORSHIP RULES

Please Note: You may advertise your business/organization/club in your display through the use of yard signs, banners, or other creative mediums, but you may not use your plot just for promotional opportunities (*i.e. all advertisements, no lights*). This event is to offer holiday entertainment to the public and not meant as a means for promotion. Your display must also be family-friendly and holiday-themed. Any allusions to vulgarities will be taken down immediately without refund.



SPONSORSHIP BENEFITS

The information below outlines five (5) sponsorship packages available for the **2017 Celebration of Lights**. If you have any questions regarding this information, contact Rachel Nester, Community Recreation Programmer, via email at Rachel.Nester@lynchburgva.gov or by phone at (434) 455-5874.

SPONSOR BENEFITS	Santa	Jingle	Mistletoe	Friends	Snowflake
One (1) large banner at entrance with name and logo for the month					
One (1) large banner at entrance with name and logo for special event week of choice					
Your choice of one (1) display with extra large real estate sign					
Your choice of one (1) display with large real estate sign					
One (1) Medium real estate sign by custom display					
Recognition of sponsorship through Parks and Recreation social media outlets					
Logo recognition on the Celebration of Lights web page, hosted on the Parks and Recreation website					
Logo recognition on the official Celebration of Lights poster					
One (1) memorial snowflake					



CELEBRATION OF LIGHTS SPONSORSHIP APPLICATION

Please submit a copy of this completed sponsorship agreement to Rachel Nester, Community Recreation Programmer, via email at Rachel.Nester@lynchburgva.gov.



SPONSOR INFORMATION

Company/Organization Name

Contact Name

Contact Phone

Contact Email

Contact Title/Position

SPONSOR LEVEL

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> \$3000 | <i>Santa</i> |
| <input type="checkbox"/> \$1500 | <i>Jingle Bell</i> |
| <input type="checkbox"/> \$500 | <i>Mistletoe</i> |
| <input type="checkbox"/> \$50 | <i>Friends of Festival of Lights</i> |
| <input type="checkbox"/> \$50-\$100 | <i>Snowflake Sponsor</i> |

PAYMENT

Amount Payable: _____

Please make all checks payable to: The City of Lynchburg

AGREEMENT

The Parties acknowledge and agree to the obligations set forth in this Sponsorship Agreement ("Agreement"). The Agreement constitutes the full understanding between the Parties, and may be amended upon agreement by both Parties. The below signatures signify that the undersigned have read and understood the Agreement, and acknowledge that the City of Lynchburg and the Lynchburg Parks & Recreation Department assume no liability for any damages, injuries, or expenses incurred as a result or in connection with the Celebration of Lights event.

Sponsoring Company/Organization Contact Signature

Lynchburg Parks and Rec Representative Signature

Sponsoring Company/Organization Contact Printed Name

Lynchburg Parks and Rec Representative Printed Name

Date

Date



CELEBRATION OF LIGHTS DISPLAY SPECIFICATIONS

Lynchburg Parks & Recreation is now accepting applications from businesses, organizations, clubs, and individuals to display at the Celebration of Lights. All those wishing to build and enter their own display must submit an application. All applications are subject to approval and displays must adhere to the following specifications.



1. Your Application must be received by the deadline (11/01/17).
2. You may advertise your business/organization/club in your display through the use of yard signs, banners, or other creative mediums, but you may not use your plot just for promotional opportunities (i.e. All advertisements, no lights). This event is to offer holiday entertainment to the public and not meant as a means for promotion.
3. Your display must be family-friendly. Any allusions to vulgarities will be taken down immediately without refund.
4. Your display must be holiday themed, and fit with the theme of Lynchburg Winter Wonderland
5. Your display must light up using waterproof, outdoor, LED lights only.
6. Your display must be as large or larger than a standard piece of plywood – 4' x 8'
7. You may utilize props, blow-up decor, or other items, in addition to lights, in your display.
8. You may not nail, drill, staple, or cut into any of the trees that are included in your plot for your display. You may utilize a no-harm hanging method.
9. You must sign a waiver prior to erecting the display that states we are not responsible for any of their things left on the premises. In addition, the park may be closed should we have inclement weather during the month of December.
10. You will not be required to have insurance UNLESS stated otherwise. It is going to be determined on a case by case basis. The determining factors will be based on the size of the display.



Please direct all questions/comments/concerns to Rachel Nester, Community Recreation Programmer, by phone at (434) 455-5874 or by email at Rachel.Nester@lynchburgva.gov.



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