

Gift of Lights & Jingle Bell ROCK

NOVEMBER 17th, 2023 – JANUARY 6th, 2024

SPONSORSHIP OPPORTUNITY

THE REGION'S MOST SPECTACULAR LIGHT ATTRACTION!



GIFT OF LIGHTS

- Gift of Lights is a curated drive thru experience that delights all who experience the magic of over 300 animated and static light displays
- Enjoy the wonder and beauty lighting up 2km from the comfort of your own vehicle
- Gift of Lights is proud to host four "Walk Only Nights" in partnership with charitable organizations, Grand River Hospital Foundation, Food Bank of Waterloo Region, Family and Childrens Services of the Waterloo Region and Kidsability.
- To date over 125,000 vehicles including cars, limos and buses have experienced this wonderful holiday event

JINGLE BELL ROCK

- Jingle Bell Rock is an immersive, walk thru activation situated in the Event Square at 425 Bingemans Centre Dr.
- The central feature is the forty foot high RGB twinkly tree with light designs and music.
- A 200' RGB programmable light banner spans the hillside, perfectly positioned for colorful light patterns, and eye-catching illuminations.
- Awe-inspiring Instagram worthy holiday displays including multiple 50' walking tunnels, designed for pictures and memory making.

FOR MORE INFORMATION VISIT GIFTOFLIGHTS.CA

GIFTOFLIGHTS@BINGEMANS.COM 519-744-1555 425 BINGEMANS CENTRE DRIVE, KITCHENER, ON N2B 3X7



SPONSOR HIGHLIGHTS

- The opportunity to partner with the largest holiday season activation in the Region of Waterloo
- Gift of lights is a recognized successful brand for over 7 years, with the addition of Jingle Bell Rock in 2022 making it more dynamic and attractive to repeat visits
- Marketing strategy targets GTA, Hamilton, Niagara, London in addition to the WR
- Increased brand awareness and brand inclusion to suit your promotional goals
- As of 2016 attendance to Gift of Lights has increased year over year, with 2023 attendance forecasted at 105,000 visitors
- In 2022 Jingle Bell Rock was a separate attraction, in 2023 the experience is included with Gift of Lights which will drive even more guests through the attraction.

In addition, your sponsorship allows Bingemans to give back to the local community by donating a portion of every vehicle admission to The Grand River Hospital Foundation.

LEVEL OF SPONSORSHIP	PLATINUM PRESENT SPONSOR \$10,000	5 GOLDEN RINGS SPONSOR \$7,500	SILVER SLEIGH SPONSOR \$5,000	SNOWMAN SPONSOR \$2,500
Industry Exclusive JBR & GOL	✓			
Mention in all radio commercials incl. out of town	✓			
Mention in local radio commercials only		✓		
Commercial inhouse GOL Radio	✓	✓	✓	
Banner Ad on Website	✓	✓		
Opportunity to provide onsite activation at JBR or GOL	✓	✓		
Sponsor of Light Tunnel in GOL and Jingle Bell Rock	✓			
Sponsor of Light Tunnel in GOL OR Jingle Bell Rock		✓		
Sponsor of 2 light displays in GOL	✓			
Sponsor of 1 light display in GOL		✓	✓	✓
Logo on Sponsorship Sign at Jingle Bell Rock	✓	✓	✓	✓
Logo on GOL & JBR Website (150,000 page views)	✓	✓	✓	✓
Bingemans Eblast Inclusion	✓	✓	✓	
Mention in Social Posts (minimum organic reach of 40,000)	✓ 100%	✓ 50%	✓ 25%	✓ 10%
Passes for VIP Night	100	50	25	15
General Any Day Passes to GOL and JBR	100	50	25	15

For all sponsorship inquiries, please contact Michelle Playfair at 519-744-1231 ext. 2262 or mplayfair@bingemans.com

DESIRED SPONSORSHIP LEVEL:

PLATINUM PRESENT

5 GOLDEN RINGS

SILVER SLEIGH

SNOWMAN

SPONSOR COMPANY (PLEASE PRINT)

SPONSOR NAME (PLEASE PRINT)

DATE (PLEASE PRINT)

SPONSOR SIGNATURE