

— UNITED WAY —

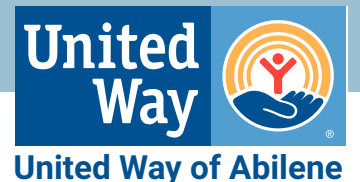
WINTER LIGHTFEST



presented by

Christmas
Decor
by Lone Star Electric

SPONSORSHIP PACKAGES



United Way Winter Lightfest

United Way of Abilene is pleased to bring Winter Lightfest presented by Christmas Decor to our community in 2019. The Winter Lightfest trail is a walking trail with iconic displays and breathtaking light features in beautiful Centennial Park on East South 27th Street. Centennial Park is located between Oldham Lane and Maple Street on ES 27th.

Bundle up and enjoy the beautiful nature in Centennial Park as you stroll through the tree lined paths lit with thousands of twinkling lights and breathtaking animated displays! Stop in Christmas Village for refreshments and activities. Listen to the joyful sounds of local choirs and music groups as you travel the trail. Don't forget to bring your camera to capture your family at our several photo ops.

Winter Lightfest will be open **Thursday through Sunday from November 28 through December 29**. Gates open at 5:30 p.m. each night and last admission will be granted at 9:00 p.m. Gates close at 10:00 p.m. Your support of Winter Lightfest directly benefits United Way of Abilene's community investment in local non-profit programs.

Winter Lightfest Pricing

Adults: \$10

Children: \$5

Children under 2 are always free with a ticketed adult.

Special pricing of 20% off available for groups of 20+

Winter Lightfest Sponsorships

Your sponsorship of Winter Lightfest can be customized to meet your specific needs. In addition to the amenities of Winter Lightfest, many of our levels feature sponsorship for Abilene StrEATs, a curated dining experience.

PRESENTING: \$25,000 (1 available)

Branding: Company name/logo as "Winter Lightfest presented by YOUR COMPANY and Christmas Decor." Company logo **prominently displayed** on event signage, advertising, and web.

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 16 StrEATs tickets; Private Winter Lightfest showing for your company (choice of dates Nov. 17 - 25); Opportunity to switch on lights on opening night; 200 Winter Lightfest passes

CHRISTMAS VILLAGE: \$15,000 (SOLD OUT)

Branding: Your company/brand receives naming rights to the Winter Lightfest Christmas Village. Christmas Village features children's activities, refreshments, and other family fun experiences. Company name/logo **prominently displayed** in the Christmas Village area and on all event signage, advertising, and web.

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 12 StrEATs tickets; Private Winter Lightfest showing for your company (choice of dates Nov. 17 - 25); 120 Winter Lightfest passes

LIGHTFEST TRAIL SECTIONS: \$10,000 (7 available)

Branding: Company name/logo naming rights for sections of the Lightfest Trail. Company name/logo **displayed** in your section and on signage, advertising, and web.

Available Sections: Sweet Street, Winter Wonderland, Nativity Scene, 60 foot Christmas Tree, Gumdrop Lane, Singing Light Tunnel, Luminary Path

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 8 StrEATs tickets; 80 Winter Lightfest passes; invitation to exclusive preview night



Winter Lightfest Sponsorships

SCENE SPONSOR: \$7,500 (3 available)

Branding: Company name/logo naming rights for sections of the Lightfest Trail. Company name/logo **displayed** in your section and on signage, advertising, and web.

Available Sections: 12 Days of Christmas, Star Spangled Tribute, Gingerbread Lane

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 6 StrEATs tickets; 60 Winter Lightfest passes; invitation to exclusive preview night

SOUNDS OF CHRISTMAS: \$5,000 (1 available)

Branding: Partner your company/brand with our performance area located in Christmas Village. The performance area will feature local choirs from schools and churches. Company name/logo displayed on performance area and on signage, advertising, and web.

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 4 StrEATs tickets; 40 Winter Lightfest passes; invitation to exclusive preview night

SCENES OF WONDER SPONSOR: \$2,500 (10 available)

Branding: Partner your brand with one of Christmas Decor's many premium light features and photo ops. Company name/logo displayed on your light feature area and on signage, advertising, and web.

Amenities: Sponsorship for November 15 Abilene StrEATs dinner/preview night for Winter Lightfest and 2 StrEATs tickets; 20 Winter Lightfest passes; invitation to exclusive preview night

SCHOOL/NONPROFIT SPONSOR: \$1,500 (unlimited)

Branding: Sponsor an elementary school or nonprofit partner of United Way of Abilene. Each child in the campus or program will receive one free pass to Winter Lightfest. Company name/logo displayed on school/nonprofit tickets, event signage, advertising, web.

Amenities: Invitation to exclusive preview night

TWINKLE SPONSOR: \$1,000 (8 available)

Branding: Show your support for Winter Lightfest by supporting small light features throughout the trail. Company name/logo displayed on event signage, advertising, and web.

Amenities: 8 Winter Lightfest passes; invitation to exclusive preview night

HOLIDAY HELPER: \$500 (10 available)

Branding: Become a friend of Winter Lightfest. Company/individual name displayed on event signage, advertising, and web.

Amenities: 4 Winter Lightfest passes; invitation to exclusive preview night

All passes indicated in sponsorship packages are single use.



Winter Lightfest Sponsorship Commitment

Name of Company/Organization: _____

Address: _____

City, State & Zip: _____

Web Address: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Sponsorship Level:

- Presenting \$25,000
- Christmas Village ~~\$15,000~~ SOLD OUT
- Lightfest Trail \$10,000
- Scene Sponsor \$7,500
- Sounds of Christmas \$5,000
- Scenes of Wonder \$2,500
- School/Nonprofit \$1,500
- Twinkle \$1,000
- Holiday Helper \$500
- Custom \$ _____

Sponsor Signature: _____

Date

Notes: _____

Remit by mail: **United Way of Abilene**
PO Box 82
Abilene, TX 79604

Remit by email: evan@unitedwayabilene.org

Sponsor agrees to return completed Sponsorship Commitment form and payment no later than October 15, 2019. Sponsorship information received after the deadline may impact branding and amenities. For tax purposes, only the amount of the donation less the value of any benefits received is considered a charitable gift. Sponsorship amenities will be delivered to the address listed above 2 weeks before event or earlier.

