

THE SPONSORSHIP OPPORTUNITY OF THE HOLIDAY SEASON!

Gift of Lights

BINGEMANS KITCHENER, ONTARIO

THE GIFT OF LIGHTS OPPORTUNITY:

- Bingemans is excited to bring the Gift of Lights back from November 14, 2020 to January 3, 2021
- More than 2 km of beautiful light displays designed for the public to enjoy from the safety and comfort of their own vehicle.
- New for 2020, Bingemans is hosting three “Walk Only” nights.. 1 in November, December and January, where guests can safely and leisurely walk through the experience.
- To date over 70,000 vehicles including cars, limos, buses and limo buses have experienced this wonderful holiday event.



OUR GOALS:

Now more than ever, people are looking for entertainment that ensures not only an experience that creates fun memories but also in a way that is in a safe, socially distanced environment. We are sending you this sponsorship package as an opportunity to be a part of providing this amazing experience to the community and carry on a Holiday tradition that so many people look forward to.

The core target for the audience is a regional draw from the Waterloo Region, Halton Region, Hamilton Region, Peel Region and the Niagara Region. In addition, your sponsorship will allow us to give back to the local community by donating a portion of every vehicle admission to The Grand River Hospital Foundation and Family and Children's Services of The Waterloo Region Foundation.



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| LEVEL OF SPONSORSHIP | PLATINUM PRESENT SPONSOR \$10,000 | 5 GOLDEN RINGS SPONSOR \$7,500 | SILVER SLEIGH SPONSOR \$5,000 | SNOWMAN SPONSOR \$2,500 |
|---------------------------------------------------------------------------------------------|-----------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|
| Industry Exclusivity | x | | | |
| Mention in Press Release | x | | | |
| Mention in all local radio commercials (Minimum weekly reach of 160 000 listeners) | x | | | |
| Banner ad on website | x | | | |
| Opportunity to distribute promotional Material/swag on 1 selected night | x | | | |
| Sponsor of light tunnel | x | | | |
| E-ticket logo inclusion (their logo included on online ticket) | x | x | | |
| Eblast Program inclusion | X (40 000 audience) | X (10 000 audience) | X (5000 audience) | |
| Commercial in GOL radio | x | x | x | |
| Sponsor of 1 light display | x | x | x | x |
| Logo on Website (150,000 page views) | x | x | x | x |
| Mention in Social Posts Minimum organic reach of 40 000 followers | x4 | x3 | x2 | x1 |
| VIP Passes (Opening) | (50) | (25) | (15) | (10) |
| General Passes | (100) | (50) | (35) | (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: _____